ICE CREAM FIELD

December 1952

In this issue:

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

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Merry Christmas
and a
HAPPY
NEW YEAR
WES VOGEL • JOHN SWISHER • ROGER PUGH • HARRY UNDERWOOD • KENT CLARKE • DON JONES • HERMAN SCHAFFER
TOM WELDON • JOHN BOWLEY • BILL BRANDT • ED HUGHES • DON GATES • JIM MACDOUGALL • MEL COLE
SAVAGE
ARMS CORPORATION
Refrigeration Division

12 Ways to get More

There's a Kelvinator Merchandiser for your *every* purpose and size requirement! Low-cost merchandisers with illuminated "showcase" fronts and colorful superstructures . . . deluxe thermopane glass front models with space for display . . . roomy cabinets with point-of-purchase punch! All are big in capacity and sales power—small in initial and operating costs! All are designed to spotlight your ice cream packages—make self-service easier. *Standardize on Kelvinator!*

FOR THE MOST DEPENDABLE AND COMPLETE LINE OF ICE CREAM MERCHANDISING

Point-of-Purchase Sales!

There's a Kelvinator Ice Cream Cabinet for every store, every location, every space requirement! Choose from seven feature-packed "Bonus Capacity" models . . . from 2.63 cu. ft. to 20.41 cu. ft. With Kelvinator, you get exclusive, lightweight, "Double-the-width" service lids . . . uniform temperatures . . . precision-built Polarsphere sealed unit . . . Five-Year Protection Plan. Fill *all* your cabinet needs from one dependable source! *Standardize on Kelvinator!*

CABINETS—SEE Kelvinator

Division of Nash-Kelvinator Corp., Detroit 32, Michigan

THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS

Coming Events

DECEMBER 10-11—Hotel Royal York; Toronto, Canada; annual convention of the Ontario Association of Ice Cream Manufacturers.

DECEMBER 10-12—Hotel Schroeder, Milwaukee, Wisconsin; annual meeting of the Wisconsin Association of Ice Cream Manufacturers.

DECEMBER 11-13—Hotel Lassen, Wichita, Kansas; annual meeting of the Kansas Ice Cream and Milk Institute.

DECEMBER 15-16—Hotel Morrison, Chicago; annual convention of the Illinois Dairy Products Association.

JANUARY 11-13—Hotel Jung, New Orleans, Louisiana; annual convention of the Louisiana Dairy Products Association.

JANUARY 15-17—Hotel Buena Vista, Biloxi, Mississippi; annual convention of the Alabama Dairy Products Association.

JANUARY 19-21—Hotel Roosevelt, New Orleans, Louisiana; annual convention of the Dairy Queen National Trade Association.

JANUARY 21-22—Richmond, Virginia; annual convention of the Virginia State Dairymen's Ass'n.

JANUARY 22-23—Hotel Carolina, Pinehurst, North Carolina; annual convention of the North Carolina Dairy Products Association.

JANUARY 26-27—Hotel Roanoke, Virginia; annual convention of the Virginia Dairy Products Association.

JANUARY 26-28—Hotel Deshler-Wallick Columbus, Ohio; annual meeting-winter conference of the National Dairy Council.

FEBRUARY 2-4—Hotel Claypool, Indianapolis, Indiana; annual convention of the Indiana Dairy Products Association.

FEBRUARY 8-10—Hotel Buena Vista, Biloxi, Mississippi; annual convention of the Mississippi Dairy Products Association.

FEBRUARY 10-12—Hotel Pantlind, Grand Rapids, Michigan; annual convention of the Michigan Allied Dairy Association.

Merry Christmas

and a Happy New Year

S. H. MAHONEY EXTRACT COMPANY, CHICAGO 16, ILLINOIS

Short Courses

JANUARY 5-10—Pennsylvania State College; course in testing milk, cream and dairy products. Information available from A. Leland Beam, the school's Director of Short Courses, State College, Pennsylvania.

JANUARY 5-31—University of Minnesota, St. Paul, Minnesota; Fundamentals of Dairy Manufacture short course.

JANUARY 5-15—Rutgers University, New Brunswick New Jersey; ice cream course, followed by annual conference on January 16. Information available from Prowessor Frank G. Helyar, the Director of Resident Instruction.

JANUARY 12-24—Pennsylvania State College, State College, Pennsylvania; ice cream course for plant men.

JANUARY 19-30—University of Maryland, College Park, Maryland; fourth annual ice cream course—technical and practical training for ice cream plant employees. Ice Cream Conference on January 31. Information available from Professor W. S. Arbuckle.

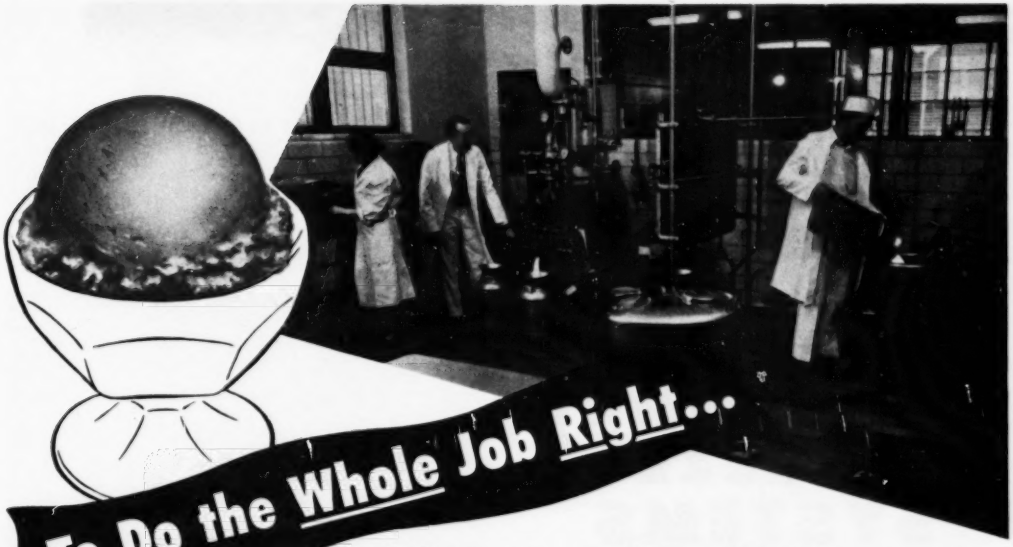
JANUARY 26-30—University of Massachusetts, Amherst, Massachusetts; short course in elementary ice cream making. Information available from Professor D. J. Hankinson, head of the school's Department of Dairy Industry.

FEBRUARY 2-6—University of Massachusetts, Amherst, Massachusetts; short course in advanced ice cream making.

FEBRUARY 2-13—Purdue University, West Lafayette, Indiana; short course in the technical control of dairy products. Information available from Professor H. W. Gregory, head of the school's dairy department.

FEBRUARY 10-11—University of illinois, Champaign, Illinois; Conference on dairy plant refrigeration. Information available from R. K. Newton, Supervisor of Conferences, Division of University Extension.

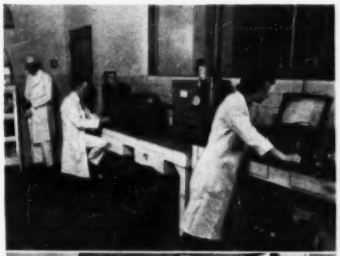
FEBRUARY 16-27—Purdue University, West Lafayette, Indiana; short course in ice cream and sherbets. Information available from Professor H. W. Gregory.



To Do the Whole Job Right...

*NA-PE-CO *Special*

The *All-Purpose* Emulsifier for Ice Cream and Low Fat Mixes



1. NA-PE-CO *Special* Improves Body and Texture...
Through improved emulsification, Na-Pe-Co in conjunction with any stabilizer . . . provides your finished product with creamy smoothness despite varying temperatures and heat shock. Ice Cream made with Na-Pe-Co melts down evenly . . retains its velvety smooth texture.

2. NA-PE-CO *Special* Reduces Whipping Time...
By improving emulsification . . . Na-Pe-Co reduces whipping time, yet permits more closely controlled over-run.

3. NA-PE-CO *Special* Produces Dry Ice Cream...
Na-Pe-Co makes it possible for the mix to incorporate and retain air at lower freezing temperatures, resulting in a firmer bodied, drier ice cream. It is this fine texture and firm body that enhances the dipping quality of bulk ice cream.

4. NA-PE-CO *Special* Blends with Any Mix Formula...
Na-Pe-Co has been scientifically blended and processed . . . is 97% solids. It is easy to handle . . . entirely soluble, blends with any formula.

NA-PE-CO with Egg Yolk; *NA-PE-CO Special without Egg Yolk.

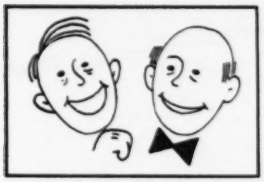
WRITE NOW FOR A TRIAL QUANTITY

. . . and if you have a production problem, let us do your experimental and research work. Our entire staff, complete laboratory and experimental plant are at your service without charge or obligation.

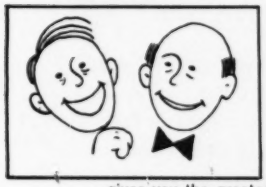
National PECTIN PRODUCTS *Company*

2656 W. CULLERTON ST. CHICAGO 8, ILLINOIS

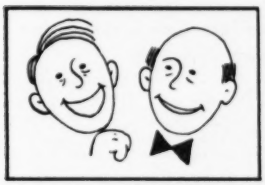
You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier



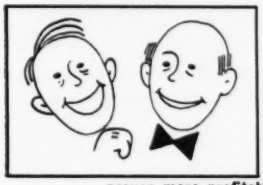
It's the ice cream sandwich that looks **bigger** — looks **better** — **tastes better!** ✱



. . . gives you the greatest efficiency you've ever known — **400 dozen (and more) sandwiches per hour with only 3 workers!** ✱



. . . made with the exclusive money-saving, labor-saving **"fill-and-freeze"** method . . . completely eliminates all breakage losses! ✱



. . . proven **more profitable** by actual performance with leading ice cream manufacturers throughout the nation! ✱

The Good News Travels Fast!

✱ **LE ROY**

LONG TREAT

... of course!

For the full details of a sales success story that'll really make you sit up and take notice, write:

LE ROY FOODS, INCORPORATED • 290 SOUTH FIFTH STREET • BROOKLYN 11, N. Y.

5 convenient warehouses for speedy service: Elizabeth, N. J., Chicago, St. Louis, Atlanta and Long Beach, Calif.

CONTENTS .....

ICE CREAM FIELD

VOL. 60 *December* NO. 6

THE MODERN MAGAZINE OF THE ICE CREAM INDUSTRY

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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CCA

Member Controlled Circulation Audit Association
Guaranteed Circulation—8500 minimum


Season's Greetings!
P. Val. Kolb, President
William X. Clark
Sales Manager
Sylvester A. Ryan
Asst. Sales Mgr.
Keith M. Baldwin
Asst. Sales Mgr.
Kenneth Leggett
Asst. Tech. Dir.
R. Steele Sherratt
New York
Michael Padley
New York
Gordon W. Weed
New York
Louis Petta
New York
N. J. Stromstad
Minneapolis
L. R. Patton, Jr.
Buffalo
Dan E. Smith
Washington, D. C.
Jack A. Revord
Chicago
Lyle P. Carmony
Kansas City
Warren Keller
Flour Service
Kansas City
To all our friends, our sincere wishes
for a very Merry Christmas and a
Happy and Prosperous New Year.
President

This holiday season (and all year long!) Canned Pineapple advertising in National Magazines is reminding millions to look for and enjoy *Nature's Most Refreshing Flavor!*

DOES THAT FILL MY STOCKING?

SURE, AND WITH REFRESHING PROFIT BECAUSE...

Canned Pineapple

boosts sales!

Every Canned Pineapple ad gains new fans for this tropic-fresh fruit (and reminds old friends how good it is!). That means increased demand for Pineapple *and* Pineapple ice cream products. Your outlets can sell more and so can you!

boosts product appeal!

Pineapple dresses up your products — adds golden eye-appeal and a refreshing flavor "lift" to ice cream, sherbet, ice milk, sundae cups and novelties. It's a good companion for other flavors, too.

cuts costs!

For more profit, flavor more of your gallonage with Canned Pineapple. Pineapple cuts costs because it's economical and easy to use. Plan on lots of Pineapple specials in '53!

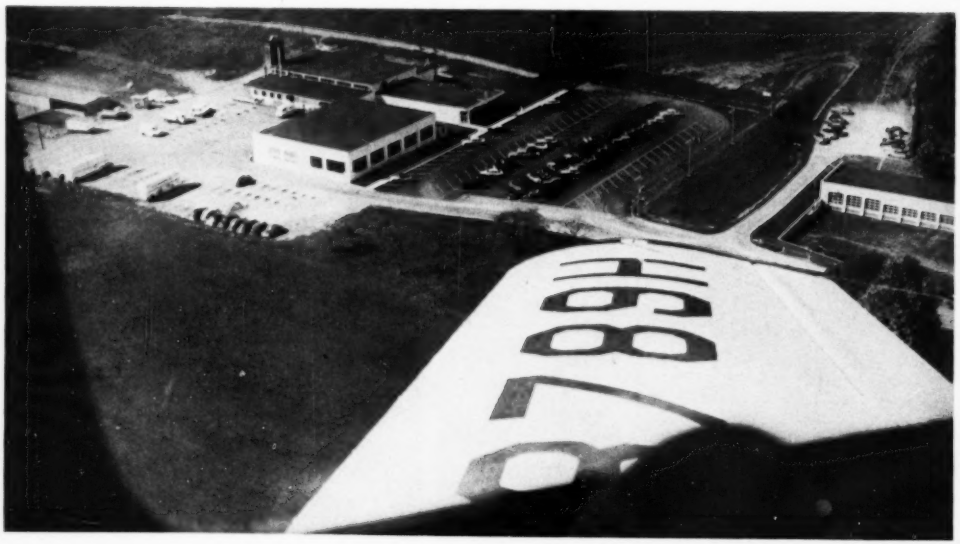
All good wishes to you for the holidays... from the Pineapple Growers Association

SELLING section

GLASS WALL permitting view of Warner's ice cream plant from banquet hall is shown above from two angles.

Dairy Takes To Air★

★*We Don't Mean Overrun*



AIR VIEW OF WARNER'S DAIRY—APPROACHING THE RED LION AIRPORT

AS ice cream production goes, Warner's Dairy, in southern Pennsylvania, is hardly among the giants. Production runs 400 dozen novelties and 300 gallons of bulk a day. Yet this firm selling within a seventy-five-mile radius of the plant at Red Lion holds its own against major Philadelphia competition in sales of both milk and ice cream. How do they do it? Easy, according to sales manager Don Warner. "Just start with a quality product. And then go out and do a top-notch selling job."

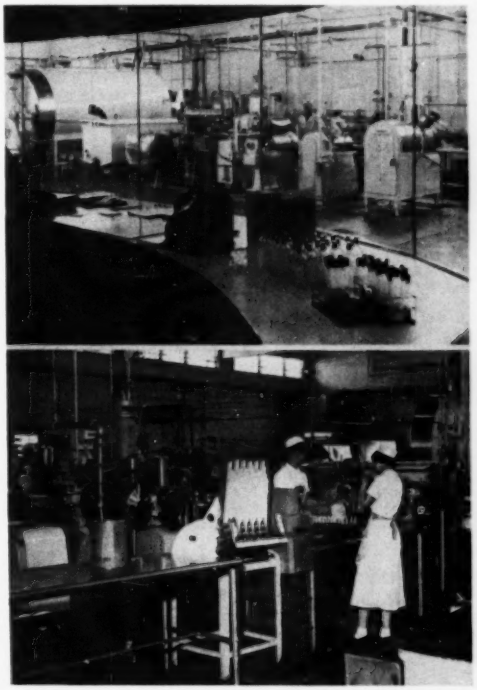
Of course, there's more to it than that. Behind the Warner reputation is a rigorous program guaranteeing absolute freshness and purity. All milk and cream are supplied by local farms and reach the plant in refrigerated trucks at an icy 34 degrees. To assure quality control, even the milk solids used for ice cream are made right on the premises; the Warners have installed their own Mojonnier condenser. All ice cream ingredients are laboratory tested before use; mixes are re-checked before freezing. Ice cream batches are deliberately kept small to insure freshness. The finished product tests over 14% butterfat, 18% for the mix sold under the Duncan Hines name.

But there's more to the Warner story. The rest is merchandising. And if the three Warners . . . Earl, President; Jess, Vice President, and Don . . .are conservative about the quality of their milk and ice cream, they're trail-blazers when it comes to promotion.

Consider the matter of airplanes, for example. Maybe you never considered airplanes a part of an ice cream operation, but the Warners have! They maintain two planes, and have their own airport as well! The small plane, a two-seater, is used to tow advertising banners, the only plane of its type in the country adapted to this purpose! The other is a deluxe Navion, brilliantly painted in the company's colors, red and white. It's used to bring in visitors, to visit other plants, to scour the country for new production ideas. When repair parts are needed, they're picked up by plane without delay. As Don Warner puts it, "If we need something, we just go after it and get it." The plane has been used for emergency service calls to dealers, and even for rush deliveries. Expensive? Not terribly, at fifteen miles to the gallon . . . and an overwhelming bargain in public relations!

Not that the more conventional types of advertising are overlooked. Regular newspaper ads feature monthly flavor promotions as well as the Warner specialties: "Popsicles," made under the Joe Lowe franchise; Cho-Cho, a malted milk bar covered with chocolate crunch; Lily-Dilly, a nickel water ice item; specialties sold under the Howdy Doody trademark; Long Treat ice cream sandwiches; and Mr. Big. Over the air, Warner's sponsors a Saturday morning program of musical favorites, played on the organ by Don Warner himself! This program is supplemented by spot announcements during the week. And the company is already consid-

COMPANY AIRPLANE that serves many purposes is piloted most frequently by Don Warner (seated in cockpit) but both Jess (standing on wing) and Earl have studied flying.



TWO VIEWS of the modern Warner ice cream plant are shown here. The top photo was taken inside the glass-enclosed laboratory. The bottom photo is a close-up of the stick confection operation, with freezers in the background. Key plant equipment includes three Cherry-Burrell and one Mojonnier storage tanks, a Cherry-Burrell homogenizer and two sixty-gallon Vogt freezers, and one 150-gallon Creamery Package freezer.

ering the use of a proposed new TV station in nearby York.

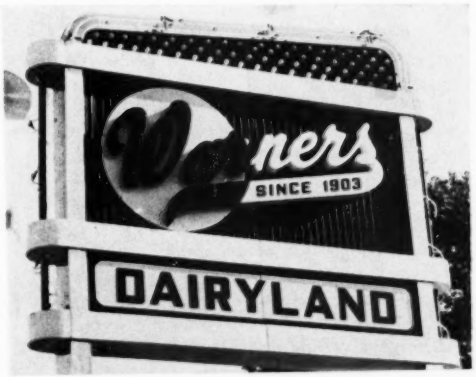
In a firm without its own retail outlets, dealer cooperation is a must. Warner's offers its dealers a concrete program of sales and service help. Prices meet competition, but don't try to undersell; instead, the firm stresses increased volume via repeat sales. Dealers are supplied with the usual outdoor signs, flyers, posters, and other point-of-sale material. They also receive Frigidaire ice cream cabinets, painted with the company trade-mark; these cabinets are regularly serviced in Warner's own maintenance department. A fleet of sixty-five vehicles, four of them exclusively for ice cream, assures prompt deliveries and repairs. Now dealers are publicized on the Saturday radio program; regular ones are listed at intervals in newspaper ads.

But none of this, as far as the Warners are concerned, can replace direct contact with the consumer. So for years, the firm has followed a policy of getting acquainted with the folks in the community. The airfield mentioned before doubles as a site for local fairs. A tour of the plant, followed by a film on dairying and a free ice cream treat, is available to any interested group; this tour has been taken by thousands of school children, clubwomen, and church group members. Finally, this summer, Warner's went a step further. It opened a unique dairy-bar and banquet room, which has already become a point of interest for miles around.

Strictly speaking, this new operation hasn't been launched yet. There are still a few finishing touches to be added; the gala opening is still ahead. But unofficially, it's been open for business since July . . . and already, the average weekly traffic is 2,000!

The new addition . . . Warner's only retail outlet . . . is actually a wing of the plant. It is shaped like a squared-off dumbbell; the two large rooms measure thirty by fifty feet each, while the lounge connecting them is twenty by thirty. Parking space for 200 cars is provided out front. As the customer approaches from

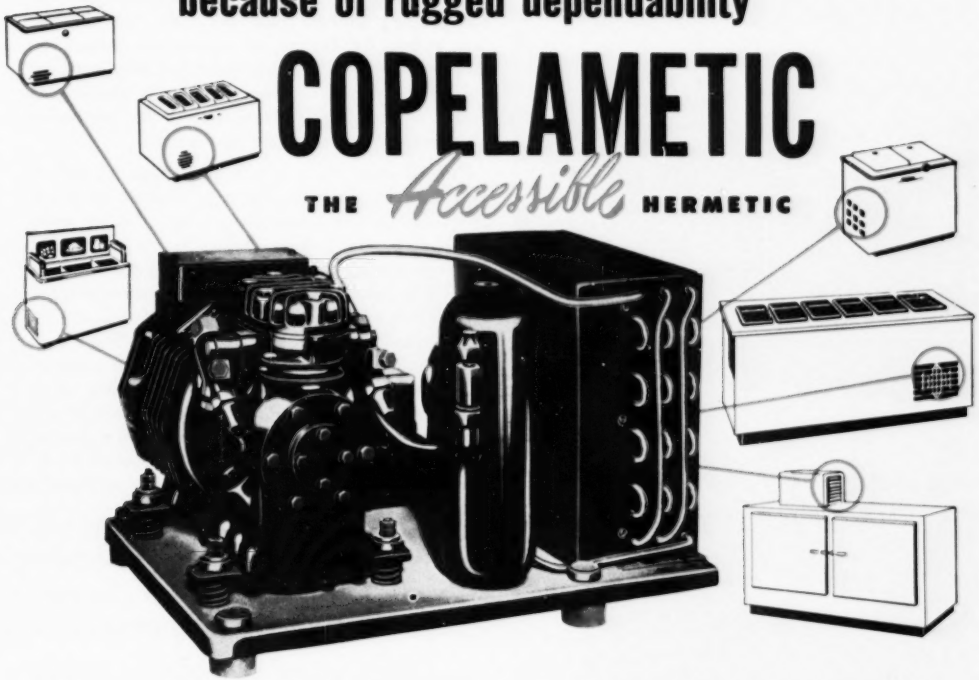
NEON SIGN, placed on the main highway leading to the Warner Dairy, is responsible for attracting drive-in trade.



being used by more and more manufacturers because of rugged dependability

COPELAMETIC

THE *Accessible* HERMETIC

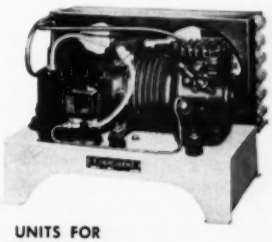


Now, more than ever before, the ice cream cabinets you buy must be built to hold up through years of uncertain supplies. Basically, the most essential part of a cabinet is the refrigeration unit. You must make sure it has what it takes for top performance.

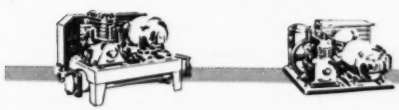
A great many manufacturers of refrigerated cabinets have used Copelametics for years. Quality - conscious engineers specify them. Proof indeed that it is smart to buy the cabinet with Copelametic . . . the ACCESSIBLE hermetic.

In designing COPELAMETIC, our engineers eliminated belts, seals, manual oiling . . . causes of 9 out of 10 service calls. Then they made this new hermetic even more practical by making it accessible.

Copelametic combines the good points of both welded - in and open types. Their compact, rugged design takes little room. You get high BTU output and quiet operation with a minimum of current input.



UNITS FOR REMOTE USE



REFRIGERATION UNITS (OPEN TYPE AND COPELAMETIC) WATER COOLERS

Copeland

DEPENDABLE *Electric* REFRIGERATION

COPELAND REFRIGERATION CORPORATION · SIDNEY, OHIO

PARKING LOT outside of Warner's dairy bar (top photo) accommodates more than 200 automobiles and is big enough for airplane landings. The bottom photo shows a corner of the interior of the dairy bar, looking out at the parking area.

State Highway 74, he can look through the all-glass front directly into the dairy-bar; the banquet room is the rear room. The decorating has been achieved in sophisticated dark tones, highlighted by clear yellow, red, and green. But the one feature which stands out is at the rear, in the banquet room, where the new wing adjoins the plant proper. For here, the wall has been ripped out and replaced with a plate-glass window measuring eight by twenty feet, through which the whole dairying operation may be observed.

"Picture Window" Attracts Attention

This giant "peep-hole" is the focal point of the Warner project. The spectacle of an immaculate, busy plant, they have found, creates immeasurable good-will among people who might otherwise never even remember the name. Even at night, this "picture window" will attract attention. For in front of it, accessible to the onlooker, will be a diagram and explanation of the plant; and also a set of push-buttons. As the spectator pushes each button, a bright light will illuminate the coresponding machine inside the plant. But already, even without this feature, the window has aroused tremendous interest. People are fascinated, keep watching minute after minute . . . and incidentally absorb such details as the general cleanliness, or the impressive glass-enclosed laboratory in one corner.

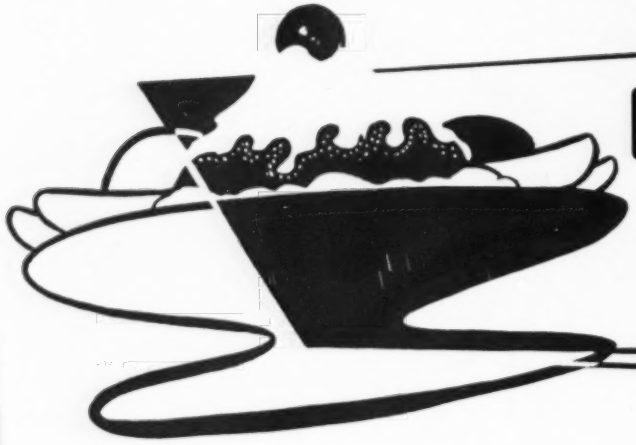
But the dairy bar is a selling operation as well as a display. The fountain, featuring fifty-two ice cream holes, has fourteen stools; directly behind it are seven tables, each seating four. Tables are so placed that girls can wait on them without leaving the fountain area. The menu includes hamburgers, cheeseburgers, French fries, coffee, and a wide variety of milk and ice cream items. A specialty is the patented "Pig's Dinner," featuring four scoops of ice cream in a paper-lined wooden trough, and selling for sixty-five cents. Hours are 9 A.M. to 10 P.M., with a rush during evenings and week-ends. Ten girls are employed regularly; each of them is trained in all fountain operations, including making hamburgers and fountain specialties, and taking cash. One porter cleans and brings in supplies. The whole enterprise is supervised by Miss Mildred Andrews, who has been with the firm for nine years.

Banquet Hall Has Capacity Of 250

But this is one dairy bar which doesn't stop with the fountain. For the other room . . . the one with the window . . . has been sumptuously outfitted as a deluxe banquet hall, serving 250. Here groups touring the plant will be brought for their film and refreshments. Here Don Warner conducts his broadcast each week. And here is a public banquet room already so popular that it's booked solidly for the next two months!

And no wonder. The room is spacious, quiet, fully air-conditioned. A sliding door closes it off from the dairy bar when necessary; a drape covers the window to the plant if desired. Soft music is piped in via an amplifying system but it can be shut off at the flick of a button. Decorations are in a soft brown, contrasting with green and yellow chairs, and with the brilliant gold of the drape. Other features include an organ and a piano, equipment for sound motion pictures, and, of course, the compact but fully equipped kitchen.

But elaborate as this new venture sounds, Don Warner admits that he'll be more than pleased if it as much as breaks even, moneywise. Because first and foremost, it's a promotion venture, designed to build good-will for Warner's milk and Warner's ice cream. It may sound like an expensive undertaking. But the Warner boys are confident that it'll pay off . . . and the Warner boys are the ones who've proved that they ought to know.



Costs Per Gallon

Mr. Weber: Just three years ago this same panel appeared before you to discuss this same problem—namely "Delivery and Selling Costs Per Gallon of Ice Cream." Today the participants are here to pick up that discussion exactly where they left it three years ago. They will show you once again what those costs per gallon were for delivery and selling in 1948—and, what is *more* important, they will show you what these costs were in 1951. The picture isn't a rosy one.

Biologists tell us that if we were to drop an ordinary frog in a pan of very hot water, he would immediately make a terrific jump to free himself of his plight. But if that same frog were put in a pan of water at room temperature and then the temperature of the water were gradually raised until it became excessively hot, the frog would remain there until too weak to jump—and then perish. That story illustrates rather pointedly how we as ice cream manufacturers react. If we suddenly find ourselves doused in terribly hot water we respond as did the frog, and with considerable vociferous croaking. You know what I mean—if butter fat jumps 10c all of a sudden as it did last winter we make a jump—we raise the price—and we get out of hot water.

But it's these small increases in cost — these advances that hardly are noticed — that get us in trouble. That's the same slow application of heat that killed Mr. Frog.

If this panel can point out the increases in delivery and selling costs that have crept in during the past three years, we may all be able to conduct our businesses a little more wisely, a little more cautiously, and, of course, a little more profitably.

Just one more comment by way of introduction: We are considering delivery and selling costs only because they are the big variables in our overall costs. The ingredient cost of a gallon of ice cream in northwest Iowa is almost exactly what it is in southeastern Iowa.

The cost of processing and freezing and packaging a gallon of ice cream may vary but at most it probably will not amount to more than a few cents per gallon between the most efficient and least efficient.

I might add further—these cost figures are actual figures submitted by the five of us here on the platform. They are representative of the State of Iowa.

Mr. McConnell will lead off with the comparison between total delivery cost in 1948 and 1951.

Mr. McConnell: The average

ICE CREAM COST PANEL

Perhaps the most significant phase of the program during the recent Iowa Ice Cream Manufacturers' convention was the panel discussion of "Ice Cream Delivery and Selling Costs." With Irving Weber of Sidwell's Ice Cream Company, Iowa City, serving as moderator, participants included C. H. McConnell of Beatrice Foods, Des Moines; Al Loomis of Fort Dodge Creamery, Fort Dodge; J. Axel Johnson of the Borden Company, Cedar Rapids; and Roy Wells, Wells Dairy, Le Mars. The observations of these trade leaders are published here because of their far-reaching effect within the ice cream industry.

Delivery and Selling Costs — 1948 and 1951
Iowa Ice Cream Manufacturers

			Average 1948	Average 1951
DELIVERY	1	Labor	.0795	.0948
	2	Payroll Taxes	.0025	.0020
	3	Truck Supplies	.0271	.0358
	4	Dry Ice & Boxes	.0093	.0067
	5	Repairs		
		a. Truck & Bldg.	.0153	.0191
		b. Cabinets	.0269	.0289
		c. Bldg. & Equip.	.0018	.0045
	6	Depreciation		
		a. Trucks	.0269	.0198
		b. Cabinets	.0202	.0331
		c. Bldg. & Equip.	.0020	.0102
	7	Taxes & Insurance	.0094	.0133
	8	Rent	.0035	.0063
	9	Light, Heat, Power	.0041	.0060
	10	Telephone & Telegraph	.0037	.0057
	11	Miscellaneous	.0128	.0142
		TOTAL	.2450	.3004
SELLING	1	Salaries		
		a. Salesmen, etc.	.0264	.0424
		b. Office	.0141	.0280
	2	Payroll Taxes	.0023	.0012
	3	Travel & Car Expense	.0145	.0173
	4	Advertising	.0468	.0553
	5	Donations	.0030	.0022
	6	Miscellaneous	.0045	.0091
		TOTAL	.1116	.1555
(1) Includes besides No. 3 No. 5-a & No. 6-a				
		GRAND TOTAL	.3566	.4559

total delivery cost of the five companies in 1948 was $.2450. That's the Green Frog. The average of these same five companies three years later—1951—is $.3004, an increase of $.0554 per gallon.

Now delivery expenses include (1) Labor, (2) Payroll taxes, (3) Truck supplies, (4) Dry ice & boxes, (5) Repairs on trucks, on cabinets, and on buildings and equipment applicable to sales, (6) depreciation of trucks, of cabinets, of buildings and equipment connected with sales, (7) Taxes and insurance, (8) Rent, (9) Light, heat, and power, (10) Telephone and telegraph, and (11) Miscellaneous. I don't believe I've missed anything, have I?

Mr. Loomis: No—but it should be noted that "Truck Supplies" includes gas, oil, tires, and all expense connected with delivery between shipping platform and dealer.

Mr. Johnson: That's correct, but we don't charge cost of transporting ice cream to branch plants to Delivery. Transport costs are channeled into Cost of Product.

Mr. Wells: We charge transportation costs to branches to Delivery expense.

Mr. McConnell: Of course there are different ways of allocating expenses but it seems to me these different methods are not making any major differences. Coming back to this difference of $.0554 between 1948 and 1951, it seems to me this is a significant figure.

Mr. Loomis: What was the high and low figure of the five companies for 1951? That's always interesting.

Mr. McConnell: Low man was $.2243 — high man $.3365 — with average as previously mentioned $.3004.

Mr. Weber: We'll come back to the details of those delivery costs later. Mr. Johnson now will present the comparative selling costs between 1948 and 1951.

Mr. Johnson: This time the Green Frog which is 1948 is $.1116 and the 1951 Frog is $.1555. The difference $.0439 in three years' selling expenses include (1) Salaries of salesmen and office salaries, (2) Payroll taxes, (3) Travel and car expense, (4) Advertising, (5) Donations, (6) Miscellaneous. Advertising of course includes all forms of advertising: point-of-sale, newspaper, radio, dealer identification, etc. Salaries of salesmen include the foot salesman but do not include the route salesmen which are in with delivery labor. Travel and car expense include only those connected with sales.

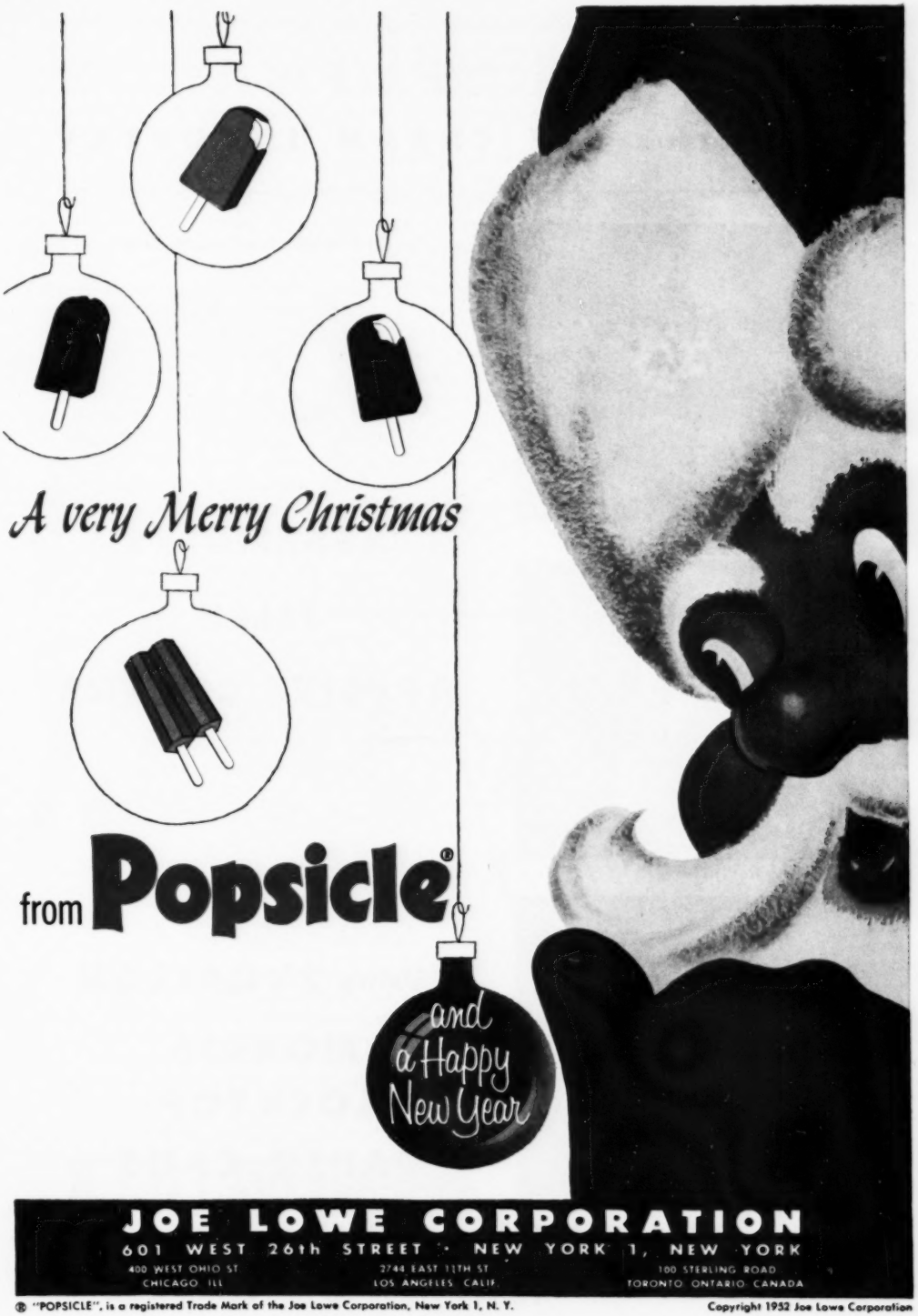
I think it is significant that while selling costs increased $.439 per gallon and delivery costs increased $.0554, the percentage of increase on selling was 39% whereas percentage of increase on delivery was 22%. When we go into the detail on selling costs, we can point out where the advances arise.

Mr. Weber: Low company in 1951 was $.1004 and high company $.2183. Mr. Wells will give us the total on delivery and selling costs.

Mr. Wells: Total delivery and selling cost in 1948 was $.3566. Three years later we find these totaling $.4559. This is an advance of $.0993 per galon. Percentagewise this is a 28% increase in delivery and selling costs. Had you realized this was happening? You had, of course, but had you realized it was this much? In 1951 low company was $.3489 with high company $.4925.

Mr. Weber: Mr. Loomis, you suggested we make a special analysis of total labor in delivery and selling costs. Would you head that discussion?

Mr. Loomis: Some companies charge commissions paid route


A very Merry Christmas
from Popsicle®
and a Happy New Year
JOE LOWE CORPORATION
601 WEST 26th STREET · NEW YORK 1, NEW YORK
400 WEST OHIO ST. CHICAGO ILL.
2744 EAST 11TH ST. LOS ANGELES CALIF.
100 STERLING ROAD TORONTO ONTARIO CANADA
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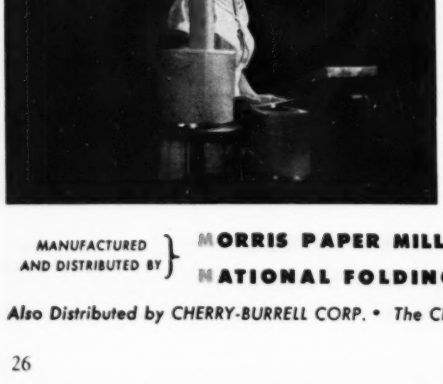
AN EXAMPLE OF

WORK SIMPLIFICATION
in the ICE CREAM INDUSTRY



In Various Ice Cream Plants

One Girl

ASSEMBLES

FILLS

APPLIES COVERS

keeping abreast of 450 to 600 gallons per hour

Using 2½ GALLON

MORRIS LOCKTOP PAPER CANS

MANUFACTURED AND DISTRIBUTED BY } **MORRIS PAPER MILLS** • 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.
NATIONAL FOLDING BOX CO. • NEW HAVEN, CONNECTICUT

Also Distributed by CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO. • Branches in Principal Cities

salesmen in with salesmen's salaries rather than delivery labor. By combining the two we get the whole picture.

In 1948 the total labor in delivery and in selling was $.1200—in 1951 it had risen to $.1652. This is an increase of $.0452, which accounts for nearly half of the $.0993 delivery and selling increase. With this being the case, it seems to me we can see quite clearly where we should concentrate our attention.

Mr. Johnson: Delivery labor shows an increase of $.0153. I'm surprised it isn't more. When you consider the raises we have been forced to pay plus the lack of desire on the part of the average man or woman to really do a job, it's surprising it isn't higher. I notice one company did have an increase of $.9466. We'd better keep an eagle eye on the efficiency of our labor force.

Mr. McConnell: Payroll taxes don't really cut very much of a figure when you come right down to it. They amount to about a fifth of a cent per gallon on delivery labor and even less on sales and office salaries. And both showed a small decrease from 1948.

Mr. Loomis: Truck supplies is a sizable item of cost and as you may infer covers gas, oil, tires, and those items of expense other than labor, repairs, and depreciation involved in the transporting of ice cream between the patform and the dealer. The cost of transporting to branch plants can rather logically be considered a part of production expense though in many smaller plants it goes direct to delivery.

In 1948, the five plants on this panel had an average of $.0271. Three years later the average is $.0358.

The actual dollar and cents increase of less than 1c seems very small, yet actually it is a 32% increase. That's the insidious thing about these increases—no one of them is large but the aggregate becomes sizable.

Now why are truck supplies higher? Are we driving too far in our zeal to add volume? Aren't the extra miles profitable miles? All too frequently we find another twenty miles or even more being added just to add one account that your salesman "hopes" will be a good one. When questioned, he says he'll drop it if it isn't profitable. How often does he? Or for that matter, how often do you? There are always good reasons for not facing the problem head on today. You know them without their being enumerated.

As a matter of fact this really is not a problem for you or for me to solve alone. It's an industry-wide problem. When we recognize and meet it *together*, we may solve it. Till then, that ugly ogre "competition" will rear its ugly head and

(*Continued on page 70*)

Maintaining A Bulk Market

BY A. C. KUNKEL

Breyer Ice Cream Company
Philadelphia, Pennsylvania

SINCE 1866 when Breyer's ice cream was introduced to the Philadelphia market, we have been enjoying a predominantly bulk market. Back in the early days, there was relatively no package or brick ice cream sold and no ice cream novelties. However, that was eighty-six years ago and since then many changes have taken place in the types of ice cream made available to the consuming public.

Sensing an inflationary trend in the economy, we introduced the gallon container in 1945, feeling that the high price of hand-dipped ice cream would result in lower sales unless offset by an economically priced container. In addition, we stamped the suggested retail price on the container, feeling that unless this were definitely established, varying retail prices would result and our volume would be definitely affected. A little later, the half-gallon was introduced and the combined sale of the gallon and half-gallon rapidly built itself up to thirteen per cent of our total sales in 1951. This phenomenal growth is primarily attributable to the economical appeal of the gallon and half-gallon. While the price of hand-dipped ice cream continued to increase with each successive increase in the wholesale price of ice cream, the margin between the half-gallon price and the hand-dipped bulk price widened, until today hand-dipped bulk in Philadelphia averages around eighty-seven cents a quart whereas the half-gallon package comes to a price of a little under sixty-five cents a quart. In other words, the difference between eighty-seven cents and sixty-five cents is a tremendous difference in the eyes of the average purchaser. Consequently, hand-dipped bulk has suffered.

In 1945, our sales of bulk ice cream amounted to eighty per cent of our entire sales. However, with the introduction and tremendous acceptance of the gallon and half-gallon containers, which definitely replaced hand-dipped bulk ice cream, our percentage of bulk decreased from eighty per cent to sixty per cent in 1951. Thirteen per cent of this twenty per cent decrease could be attributed to the gallon and half-gallon packages. However, the remaining seven per cent had disappeared.

What can we do—not only to maintain this bulk market but to increase it so as to represent a greater percentage of our business? Basically, the consumer prefers hand-dipped bulk ice cream. Everything being equal, he will on every occasion select hand-dipped bulk ice cream for himself—either for his consumption in the store or at home. What deters him primarily is the difference in retail price of bulk ice cream and this, of course, varies with the dealer, his character of store and his location in shopping areas.

A new element has introduced itself, or, let me say, there is an element which has been increasing over the years and that is what we all recognize as "dealer apathy." This is a very difficult situation to combat and the only weapon we have been able to devise is consumer pressure. There are times when even this

You'll save heating-cooling time . . . get better batches with this improved enclosed waterway processor

You'll spend less time heating . . . cooling . . . mixing when you use this Cherry-Burrell Round Processor — your best bet for low temperature cooling with refrigerated water.
These multi-purpose vats are constructed to handle heavy-bodied ingredients — not just converted to it. Here's what they can do in your plant:

Save Processing Time

Enclosed pressure channels on vat sides and bottom handle high volume of steam or hot water at high velocity for rapid heat transfer.

Save Water

Re-circulated sweet water for cooling can be returned to refrigerant system — *without use of second pump.*

Save Heat

Zone control on sidewalls available for efficient processing of small batches.

Save Clean-up Time

Flat surfaces pitched for fast drainage; no sharp, hard-to-clean corners; removable agitator and baffle.

Save Maintenance

Heavy plate steel, all-welded body. Extra heavy agitator. Suspended stainless steel lining for strain-free contraction and expansion.

Cherry-Burrell Model "EP"
Round Processor 300 to 1000 gallons.
Special sizes can be furnished on request.

ZONE CONTROL MANIFOLD
and water circulating pump.

Your Cherry-Burrell Representative can give you full details. Why not call him — or clip coupon?

CHERRY-BURRELL CORPORATION
427 W. Randolph Street, Chicago 6, Ill.
Equipment and Supplies for Industrial and Food Processing
FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES

CHERRY-BURRELL CORPORATION 5302
Dept. 120, 427 W. Randolph St.,
Chicago 6, Illinois
Send Round Processor Bulletin
Name .....
Firm Name .....
Address .....
City ..... Zone.... State.....

BREYER DEALER promotes the "banana boat" in a window display. Campaigns such as this one help build bulk ice cream sales, according to Mr. Kunkel.

is ineffectual to offset this very destructive psychological state of mind.

However, with the knowledge that the consumer prefers hand-dipped ice cream, which can be proved time and again by the simple method of a survey either in a dealer's store or in the neighborhood, what can the industry do to *restimulate* interest in hand-dipped ice cream?

First and foremost, we should use every bit of publicity in our power to sell the story of hand-dipped bulk ice cream. Our planned newspaper campaign should be designed primarily to carry the story of hand-dipped bulk ice cream. Almost every piece of newspaper copy should carry an illustration of a plate of hand-dipped ice cream. Slogans, such as "Freshly Dipped Ice Cream" or "Hand-Dipped Ice Cream," should be a part of every newspaper copy. Let's be sure that even if the copy is introducing some specialty other than hand-dipped bulk ice cream, it carries a slogan such as that introduced in the New Haven Market—"Most People Prefer 'Freshly Dipped' Ice Cream." In radio advertising, be sure that constant mention is made of the mellowness, deliciousness and the fine flavor of hand-dipped bulk ice cream. We in the Breyer organization use radio spots and we devote a majority of our spots to telling the consumer about the desirability of hand-dipped bulk ice cream. In our television advertising, we again use the station break type of advertising and in each television spot, we feature a plate of ice cream.

By constantly preaching a message in your newspaper, radio and television advertising directed to the consumer you will cause him to make known his desires to the dealer, who, in turn, should be influenced by the desires of his customers.

Our second big effort is made by the sales organization in their daily contacts with the dealers. We believe that one of the most unfortunate factors contributing to dealer apathy is the belief, often accepted without investigation by the dealer, that there is *no profit in hand-dipped ice cream*. It just seems inconceivable that an industry which just recently celebrated its 100th anniversary and has grown to the extent that it is recognized as the outstanding American dessert could have developed to this degree on an unprofitable base. It just doesn't make sense, but as Hitler demonstrated, a mis-statement if made frequently enough will gain aceptance. Since certain dealers take great happiness in repeating this statement at every chance they can to the salesmen, it gains credence solely on the strength of repetition.

Let's take this mis-statement and use the same technique in repeating that *there is a profit* in hand-dipped ice cream and repeat it at every opportunity that we can because there is definitely not only one profit in ice cream but there are four profits in ice cream. I would like to point out the "Four Basic Profits of Ice Cream."

First—the unit profit, which is made by the dealer at the time of the sale of the hand-dipped pint or quart. This profit may vary, depending on the liberal measure that he gives, but the fact remains, large or small, it represents his first profit.

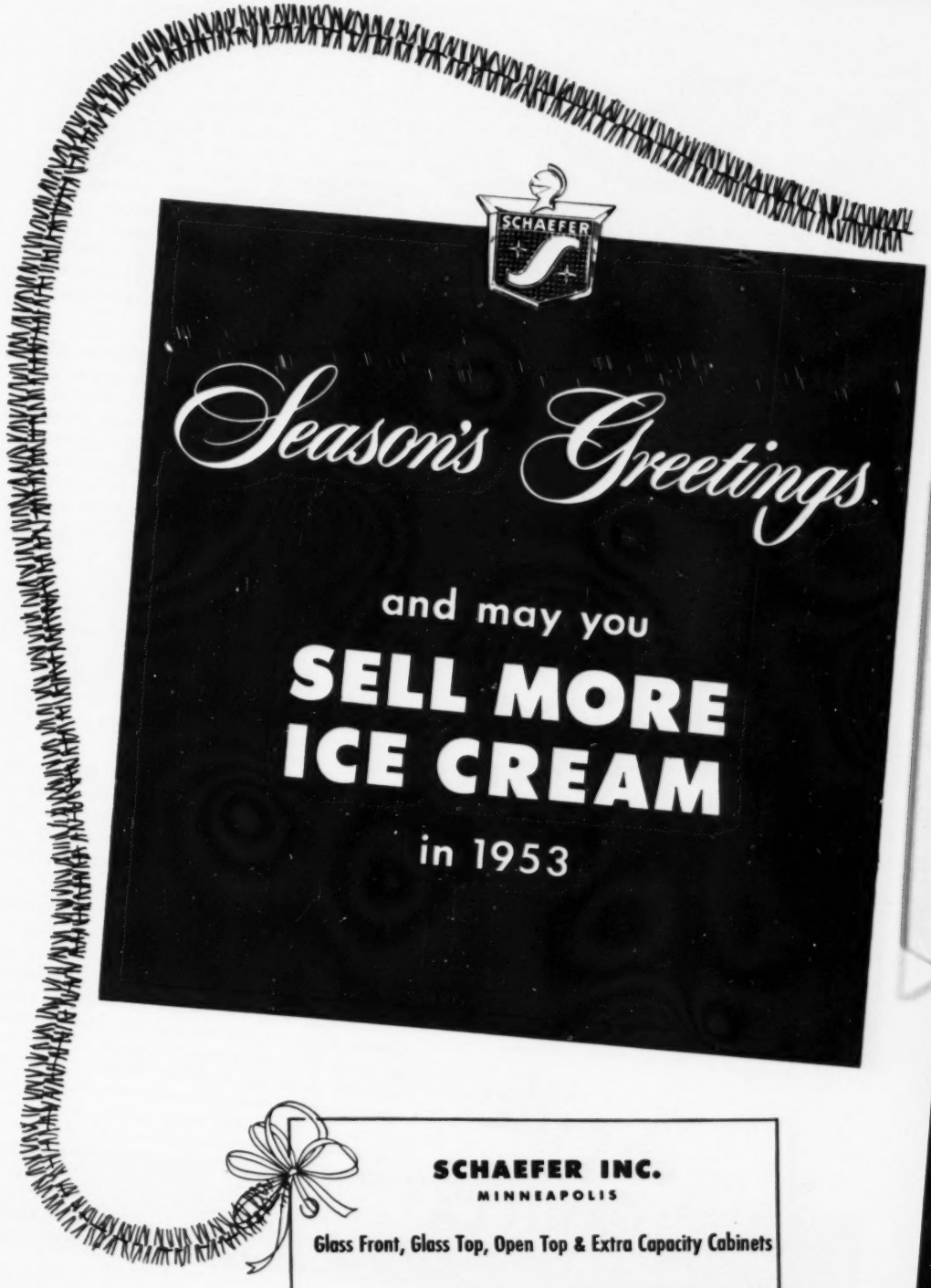
The second profit is his volume discount profit, which he enjoys as a result of selling so many quarts of ice cream a year. Most of the companies in the East have this volume discount system, designed to stimulate the dealer's interest in the sale of ice cream and it applies solely to the sale of bulk or package ice cream and in some instances, to the sale of bulk ice cream only. It has a progressive scale, advancing in discount in direct relation to the amount of ice cream sold.

The third profit is his turn-over profit. We all know the value of turning over an investment, 50, 100, or 150 times a year as against the type of investment that turns over either seasonally or once or twice a year. Turn-over is a very important phase of profit and there are very few products that can compare with ice cream as a rapid turn-over of investment. Consequently, the dealer, through the proper handling of hand-dipped ice cream, can earn himself a very nice profit by his turn-over of investment.

Fourth, ice cream offers a profit in increased store traffic. Numerous surveys have been made from time to time, pointing up the fact that people coming into the store for ice cream invariably purchase other items before leaving. Ice cream is the leader which increases store traffic and increased store traffic means increased profit.

A smart dealer will recognize these four basic profits and will do everything to stimulate an increase in the sale of ice cream.

In addition to stressing the profits in ice cream, we are constantly engaging in promotions designed to increase the sale of hand-dipped ice cream. One of the most important that we constantly preach is a *liberal measure of hand-dipped ice cream*. It is true that a dealer giving a liberal measure of ice cream reduces


SCHAEFER
Season's Greetings
and may you
SELL MORE
ICE CREAM
in 1953
SCHAEFER INC.
MINNEAPOLIS
Glass Front, Glass Top, Open Top & Extra Capacity Cabinets

his unit profit but let's look at what he does to his other three profits.

As a result of the liberal measure, the word spreads around very quickly in his shopping area that the dealer gives a very liberal measure of ice cream and soon the community is flocking to his door. He does not go bankrupt, such as so many dealers would have you think, but he immediately starts that priceless thing known as "word-of-mouth advertising" working for him. His volume profit increases, his turn-over profit increases and his store traffic profit increases. These three profits far outweigh the lesser unit price that he receives as a result of a liberal measure and he is rapidly on his way to becoming an outstanding ice cream dealer.

A good promotion is the Triple Cone promotion. We have had success on double dip promotions and we are now promoting the Triple Cone. This type of promotion is not anything new but it opens the cone market, which previously had been more or less of a children's market, to the adult. It adds a touch of glamour to the good old cone which has been with us for over half a century, and in a great number of instances, it has resulted in the dealer's selling anywhere from one to two ten-quart cans additional each week.

In maintaining the bulk market, we constantly stress the exclusive phase that hand-dipped bulk offers in competition with self-service markets. We all agree that the self-service market is a very desirable type of outlet for ice cream. On the other hand, it is limited solely to packaged goods, which offers a definite advantage to the bulk dealer in being able to supply the trade with hand-dipped ice cream.

We also manufacture certain flavors each month available only in ten-quart cans so that the consumer can only purchase this in hand-dipped form rather than in the pink package or the half-gallon. This is an additional incentive for the dealer to handle bulk ice cream.

As I pointed out before, our markets are primarily bulk, although the percentage has decreased. With the increase of self-service stores, we find a number of our dealers beginning to become package outlets themselves, their defense being they cannot get help and consequently, this is the only way that they desire to handle ice cream. We are constantly engaged in converting this small percentage of package dealers to bulk. Our most successful weapon in acomplishing this is to have surveys in the dealer's store, asking the customers whether they didn't prefer bulk ice cream if they could get it. Invariably, the customer will respond in front of the dealer that he would buy bulk if the dealer would handle it. With this consumer help, we have been sucessful in persuading a very high percentage of these dealers to handle bulk in addition to their

(Continued on page 65)

Merry Christmas

from I.C.N.

Ice Cream Novelties
A DIVISION OF FRUIT PRODUCTS CORPORATION
601 WEST 26th STREET, NEW YORK 1, N. Y.
400 WEST OHIO ST. CHICAGO, ILL. | 2744 EAST 11TH ST. LOS ANGELES, CALIF. | 100 STERLING ROAD TORONTO, ONTARIO, CANADA

Fudge Promotion!

"ALL it takes is a little planning."

That's the comment of an official of a leading Baltimore drug chain following his company's seventeen-day promotion of fudge sundaes which resulted in the sale of more than 70,000 hot and cold fudge and butterscotch fudge ice cream concoctions.

This official had been questioned about reports that druggists across the nation were not according sufficient attention to their soda fountains to make them operate profitably.

"You only get back what you put in," the drug chain executive declared. "If the druggist's attitude about his fountain is negative, then he can't look forward to any rewards. But if he cooperates with his ice cream company and fountain supply representatives, he stands to make a nice showing at the cash register."

Here's how this Baltimore concern puts its affirmative merchandising policy into action:

Having decided to promote fudge sundaes, the chain furnished its stores with attractive window displays and posters which invited passers-by into the stores. Back bar signs, menu-clip-ons, imprinted overseas caps for sales clerks and other merchandising materials were used to stimulate sales action at the fountains (see photo, above).

And there was plenty of action, not only at the fountains but throughout the stores! With a top quality ice cream, a nationally known fudge line and enthusiastic cooperation from store managers and fountain clerks, this promotion produced increased volume in all departments of the drug stores, as well as at the fountains.

During the seventeen-day period of the promotion, 70,743 fudge sundaes were sold. Two #24 scoops of ice cream were put into each sundae, representing 2629 gallons of ice cream.

Needless to say, the Baltimore drug company was pleased with the results. For, as the man said, all it required was a little planning.

Display Cabinets

BY LEWIS TORRANCE
The Borden Company
Baton Rouge, Louisiana

WEBSTER'S definition of "display" is "to spread out; unfold; to exhibit; especially to make a conspicious parade—to attract attention." My definition is "especially to make a conspicious parade *of ice cream* to attract attention." If we manufacturers of the ice cream industry ever expect to reach a billion gallons annually, *we must display our product*. We must display our product in order to compete with the dazzling array of beautifully packaged foods and desserts that appear on the shelves easily accessible to the customers—selling in direct competition with ice cream.

This is one of the most important values of an open display cabinet, permitting the ice cream manufacturer to bring his product *out of the dark*, from under the lid, from behind the counter, to a *spot-light sendoff*; making it easier for the package of ice cream to travel that final three feet from the cabinet to the customer.

The value of an open display cabinet to the ice cream manufacturer has been clearly demonstrated in many instances. We would not say that it is a *"miracle salesman."* It has been proven many times that ice cream is an impulse item, and if displayed in the proper location, sales generally show an increase. The construction of a display cabinet gives the ice cream salesman an opportunity to secure from his dealer a more favorable location; preferably, near the check-out, the greatest point of store traffic. This better location, accompanied by beautifully lighted three dimension pictures, is a natural to catch the eye. Following the pattern of impulse selling, the net result is increased sales and increased profits for the ice cream manufacturer, as well as his dealer.

The next natural step of value to the ice cream manufacturer would be that he has increased his volume in the same accounts that he already serves. This means more profit to the manufacturer per stop because there is no added delivery expense. Another value is one of display and package advertising. In recent years, many manufacturers have spent large sums designing and creating new packages. The conventional cabinet hid this package whereas the open display cabinet gives the package prominent display and it acts as a medium of advertising, whether the sale is made or not. Display cabinets give the ice cream manufacturer an opportunity to see that the customers are receiving their package with a *"spot-light sendoff."* With a display cabinet, the opportunity for wider selection by the customer is offered. Most important, it gives ice cream an opportunity to compete with other food products and desserts, which already have the advantage of being on the shelves in full view for selection by the customer.

Certainly, display cabinets have demonstrated their value in super markets and self service grocery stores, where sales of ice cream, the past few years, have shown a phenomenal increase. For the first time, ice cream manufacturers have the mechanical tools to properly display their products.

To compare the cost of an open display cabinet with conventional cabinets is rather difficult. The initial cost is somewhat higher, and the depreciation will be slightly more per year; however, we must consider the increased volume sold in locations where open cabinets have been installed. This has paid off at a time when most ice cream accounts are showing a tendency towards decreased gallonage. Care should be made to completely analyze an account before the expenditure is made for an open cabinet. Our experience is that an open cabinet is easier to serve, more merchandise moves out and the route salesman has less merchandise to straighten. Only by talking about some specific examples of our own operation, can I emphasize the value we have received from open display cabinets. These examples are based on our average wholesale selling price of regular pints—$1.76 per gallon. The average retail selling price in our market is thirty-three cents a pint, or $2.64 a gallon, giving most of the dealers eighty-eight cents per gallon gross profit.

Example One is a country store—1949 twelve

Greater Ice Cream Sales

start with Mix Formulas containing Nonfat Dry Milk Solids

Nonfat Dry Milk Solids does make a difference in ice cream mix formulas—a difference that's reflected in greater ice cream sales!

Whatever butterfat content you use—10 percent—12 percent—up to 18 percent—Nonfat Dry Milk Solids in mix formulas builds up the body of your product and definitely increases its nutritive value.

Check these formulas below. See for yourself how Nonfat Dry Milk Solids makes a better product.

Mix testing 10% fat, 12% serum solids, 15% sugar, 0.4% stabilizer* and 37.4% total solids

Ingredients	Lbs.
40% Cream	19.2
4% Milk	59.4
NDMS	6.0
Sugar	15.0
Stabilizer	0.4
	100.0

Mix testing 12% fat, 11% serum solids, 15% sugar, 0.4% stabilizer and 38.4% total solids

Ingredients	Lbs.
40% Cream	24.6
4% Milk	54.8
NDMS	5.2
Sugar	15.0
Stabilizer	0.4
	100.0

Mix testing 14% fat, 10% serum solids, 15% sugar, 0.3% stabilizer and 39.3% total solids

Ingredients	Lbs.
40% Cream	30.0
4% Milk	50.5
NDMS	4.2
Sugar	15.0
Stabilizer	0.3
	100.0

Mix testing 16% fat, 9% serum solids, 16% sugar, 0.25% stabilizer and 41.25% total solids

Ingredients	Lbs.
40% Cream	35.55
4% Milk	44.9
NDMS	3.3
Sugar	16.0
Stabilizer	0.25
	100.0

Mix testing 18% fat, 9% serum solids, 16% sugar, 0.25% stabilizer and 43.25% total solids

Ingredients	Lbs.
40% Cream	41.0
4% Milk	39.25
NDMS	3.5
Sugar	16.0
Stabilizer	0.25
	100.0

**When using commercial stabilizers, follow directions of the manufacturer.*

AMERICAN DRY MILK INSTITUTE

221 North La Salle Street, Chicago, Illinois

Sealright Sponsors...

A NATIONAL PROGRAM TO EXTEND THE ICE CREAM SEASON

EVERYBODY in the ice cream business has yearned for the day when the volume sale of ice cream could be expanded beyond the hot weather months.

Now that millions of homes are equipped with low temperature storage facilities, and housewives can buy ice cream a half-gallon at a time, this dream becomes a real possibility.

Sealright believes that one way to accelerate this happy development is to encourage these homemakers to make and serve sodas and sundaes in their own homes.

The advertisement on the opposite page, in full color, will appear in the February 28th issue of the Saturday Evening Post.

Sealright's Spring Recipe Contest will run from March 1st to May 31st, and contestants may win an all-expense-paid trip to Mexico City and Acapulco—also the latest in Westinghouse Appliances.

In the Fall, Sealright sponsors another three months' Contest, with a second series of color ads in the Post.

In addition to powerful national advertising, Sealright supplies its customers with complete portfolios of local advertising material to enable them to convert this Program into their own campaigns locally.

If you are using the Nestyle, or a Sealright half-gallon container, don't miss this opportunity to accelerate off-season sales. It's all set up, and ready to go to work for you.

Don't Delay, Write Today For Full Details

month's sales—503 gallons; 1950—901 gallons; a seventy-nine per cent increase in sales. The groceryman purchased an 11.2, with superstructure, to replace the company owned four-hole. He increased his gross profit $350. The cabinet cost him $425, so in approximately fifteen months, the groceryman got his investment back, and during this time, he also handled frozen foods. We sold more gallons per delivery in this grocery, which helped our overall unit cost.

Example Two is a drive-in grocery store and market that is open seven days a week. During the first seven months of 1949, he had a conventional eight-hole cabinet; the first seven months of 1950, he had an open display unit with superstructure. Increase—737 gallons in this seven months' period—171 per cent. Our company's investment increased $47.40, an average of about $5.63 a year on depreciation.

Example Three is a small local neighborhood drug store which changed from a small type open display. The first eight months of 1950—623 gallons; 1951—803 gallons; twenty-nine per cent increase.

Example Four: In one city where we operate, in August of last year, we placed six open cabinets, replacing five conventional type cabinets and a small open cabinet. The sales in July—883 gallons; August—1,331. These are some of the specific accounts that we know about, where we had the budget money to buy, or have sold, a *display cabinet*. In my opening remarks, I mentioned that open *display cabinets* are not "*miracle salesmen*."

Some disadvantages are: Compressors operate more, which will probably mean a shorter life for the unit. Our experience has shown that open display cabinets operate more favorably in air conditioned stores. Even then, care must be taken in locating them so that cross drafts will not pull the cold air out of the cabinet. In our section of the country, humidity is a problem, both with conventional and display cabinets, causing excess frosting, and they must be defrosted regularly to operate effectively. Bugs are attracted by the superstructure lights, and fall on the packages, and on top of the display cabinet. In a short time, they can make a very untidy appearance. There is also the problem of certain types of open display cabinets, which, because of large compressors, need 220 volts. This is an added cost to a dealer who is in an old building. In new stores, 220 outlets are usually installed. Refrigeration trouble creates a very serious problem because the open type cabinets hold-over time is limited.

We found the solution to some of these disadvantages by using a conventional cabinet with clear heated lid, and built-in lighted merchandiser. In most every instance, we believe that the advantages of an open display cabinet out-weigh these disadvantages.

Why not send your ice cream to sea

...in Marathon Frosty-Packit ice cream cartons?

Carnation has a winning combination in making big ice cream sales to the Lykes Bros. Steamship Co., Inc. By packing all its flavors in Marathon's individual serving size Frosty-Packits, Carnation makes it easy for each ship to carry every flavor on every voyage—give each diner what he wants when he wants it—with no increase in storage or inventory.

On trains, in clubs and restaurants, Army camps, supermarket self-service cabinets and other places, too, Marathon Frosty-Packits open up new sales opportunities, build big gallonage from small individual sales.

Why shouldn't you, too, benefit from this new idea in ice cream cartons? For full information, see your Marathon representative, or write direct to Marathon Corporation, Menasha, Wisconsin.

Marathon Corporation

packaging that sells food

How We Can Improve

By WILLIAM C. WELDEN
H. P. Hood and Sons
Boston, Massachusetts

THIS report may be described as a critical analysis of the job being done by the Department of Statistics and Accounting of the International Association of Ice Cream Manufacturers. It has always been my hope that when anyone set out to criticize my work, he would possess at least three characteristics. First, I would hope that he knew enough about my past record of performance, including my handicaps and obstacles, that his criticisms would be fair and reasonable. Second, I would hope that he knew enough about the subject that his criticisms would be constructive. Third, I hope that he would be diplomatic enough to confirm or dispel my own suspicions as to the errors I had made in the past, without in any way reducing my enthusiasm to do a better job in the years ahead.

Against these standards for a good critic, I feel quite reluctant to criticize the work of the International Association. Back over the years, the work of our association in the fields of research and statistics has been one of its most outstanding services. This has been one of the principal reasons that it has been worthwhile from a business standpoint to belong to and support the association since its very earliest days.

Planning, programming, and carrying out statistical research projects for a trade association is a many-sided job. It involves first the question of whether such projects are worthwhile from a strictly business standpoint. It involves, secondly, deciding what studies we need, what studies will be worthwhile, what subjects show promise of yielding valuable results. A third phase of this job involves the tedious but important internal details of conducting the studies—developing the questionnaires, securing industry cooperation, analyzing the results, and preparing the final reports so that they will be most valuable to the industry.

The subject "Format of Present Reports and Questionnaires" means to me research organization and procedure. Format means literally "shape, size, and general make-up." But in a more practical sense the real question is how should you go about the research job to make it most effective? In other words, once having decided to do some research and statistical work, and having selected a subject, then what is the best procedure for insuring that the most effective job will be done?

The research education and experience which I have had, and especially the experience I have had with research work to help business concerns with their problems has brought out one big feature of any research project that is probably more important than any other. That big feature is the absolute necessity for knowing the subject thoroughly and knowing the problem thoroughly before the statistical research part of any study is started. This advance knowledge of the problem should include the development of a theory about the problem and a fairly accurate set of general ideas as to its answer.

The analogy in chemical analysis or research is the necessity of giving an unknown substance a fairly thorough qualitative analysis to determine what is in it before you begin to apply the much more intricate technique of quantitative analysis to find out the exact proportions of each element.

In business and economic research this advance qualitative analysis is equally as important as chemistry or physics. And fortunately, it should be relatively easy. Our experienced operating people in the ice cream industry can give us a fairly accurate "judgement" answer or "qualitative" answer to almost any problem we are likely to want to study. They want research, however, to confirm their judgements, to give them a more precise answer, to reduce the chances of errors, and to reduce the margin of error.

Ice Cream Research

This means that the director of research in our ice cream association, on any project, should develop prejudged answers to the problem, drawn either from his own knowledge or from conferences with people who do know. The final answers he comes up with after his statistical survey will be much more objective and much more valuable to the industry, if he can pin down in advance just exactly what he needs to prove or disprove. His answers will be more positive and better presented if he knows in advance just to what extent and why some people may want to disagree with his research findings.

This advance analysis will also help guarantee the most intelligent answer to the next two or three other important questions in research organization and procedure. These questions include at least the following: What agency among all the research agencies available to us, seems to be best equipped to do the job? If the research department of the ice cream association is going to do the job, then what is the cheapest and most direct means of obtaining the necessary information? If an industry survey is called for, then how can we frame the questionnaire so as to encourage the highest percentage of cooperation from the industry in furnishing reliable data?

Other Agencies

The sharp increase in research funds and personnel in the United States Departments of Agriculture, of Commerce, and of Labor, and in all of our state colleges, should make up ponder whether we should turn some of our problems over to these agencies to study, perhaps with our director of research cooperating with them to help define the problem, to help secure industry cooperation, and to help make the most valuable use of the research results. There has been in recent years also, a marked increase in the quality, the quantity, and the variety of government statistics relating to the ice cream industry, one of the latest being a retail ice cream price published by the Department of Labor. This price is included in the cost-of-living index or consumer price index. Our research department, looking to the future, well may be able to make and publish valuable research studies based largely on government data.

Undoubtedly, there will remain for a long time special subjects and problems, the most effective analysis of which will require surveys among member companies to obtain analytical data. This brings us to the subject of questionnaires. There are two broad gauges by which to measure a good survey questionnaire: (1) Does it provide the data needed to answer the problem? and (2) Do enough companies return it to give a good sample? On some of our most recent ice cream association questionnaires, the first question probably could be answered yes, but the answer to the second probably should be no. The return has been less than twenty-five pre cent on some recent studies. We would grade this super-duper on direct mail advertising, but on a study which should benefit members, on a study which is conducted among a closed group such as ours, the percentage of returns should have been well over fifty per cent.

It is difficult to generalize on the subject of what makes a good or a poor questionnaire, using the two broad gauges just mentioned. Members of our association undoubtedly keep books in a hundred different ways, and the individuals who are responsible for filling out the questionnaires will have widely varying reactions to the job of fitting company language to questionnaire language. The job of trying to get dozens into quarts or gallons, of trying to get plant labor units into sales units, or of trying to convert flavor combination pints into gallons of ice cream and sherbet, undoubtedly has resulted in the waste-basket being the last repository of many of our questionnaire forms.

Pre-testing the questionnaires should help reduce some of these handicaps. Other things that will help on this point will include keeping the questionnaire as short as possible, making the categories, such as, for example, size of customer, as broad as possible, and in

some cases writing a good covering letter explaining the purpose and potential value of the survey.

The real heart of the research study, of course, is the analysis of the data collected, and the conclusions which are warranted from this analysis. One of the main essentials on this point is to have an adequate sample. All of our association surveys will be based on only a part of the whole, yet we will expect to draw conclusions about the whole. Such conclusions are not valid, statistically, unless we have a representative sample. The first step in the analysis, therefore, should be to check very carefully whether the sample is representative—by size groups, by geographical sections, by types of business, by high-cost and low-cost or by whatever other particular point may be being studied. This angle could be important enough to warrant special visits to a few non-replying companies if there are significant gaps in the sample.

Another strategic point in analyzing survey data is the validity of comparisons between or among different groups. A common fault of survey studies is to compute averages for each of several groups, on costs of production, for example, and on this basis to conclude that group A is better than group B, but worse than group C or group D. The figures may show this to be a fact by what appears to be a significant margin. But the facts may show really, when you study them in detail, that there is a wider range of variation within group A and also within group B than the average difference between group A and group B. If this is the case, then the measured difference between the two group averages is of no statistical significance or validity whatsoever. Some of our ice cream studies can easily fall into this type of error if we are not careful. The really important point may be whether we have any facts that show what factors appear to be responsible for the wide varitations within each group, rather than a measurement of the purely mathematical average difference between groups. The latter may be only a historical or statistical accident, while the former could help lots of people run an ice cream business more efficiently.

There is one additional and very important point that needs to be stressed regarding the analysis of survey data. That point is the need to be doubly sure that the conclusions do not go beyond the proof. Some of the most valuable research in the social sciences and in the physical sciences has been that research which has failed to prove a theory—research that has appeared fruitless, perhaps, but which has been extremely valuable because it directed the next study along a more fruitful channel. Some of our studies may be that way.

This leads me to the final phase of this discussion —namely, the reports which are published upon the

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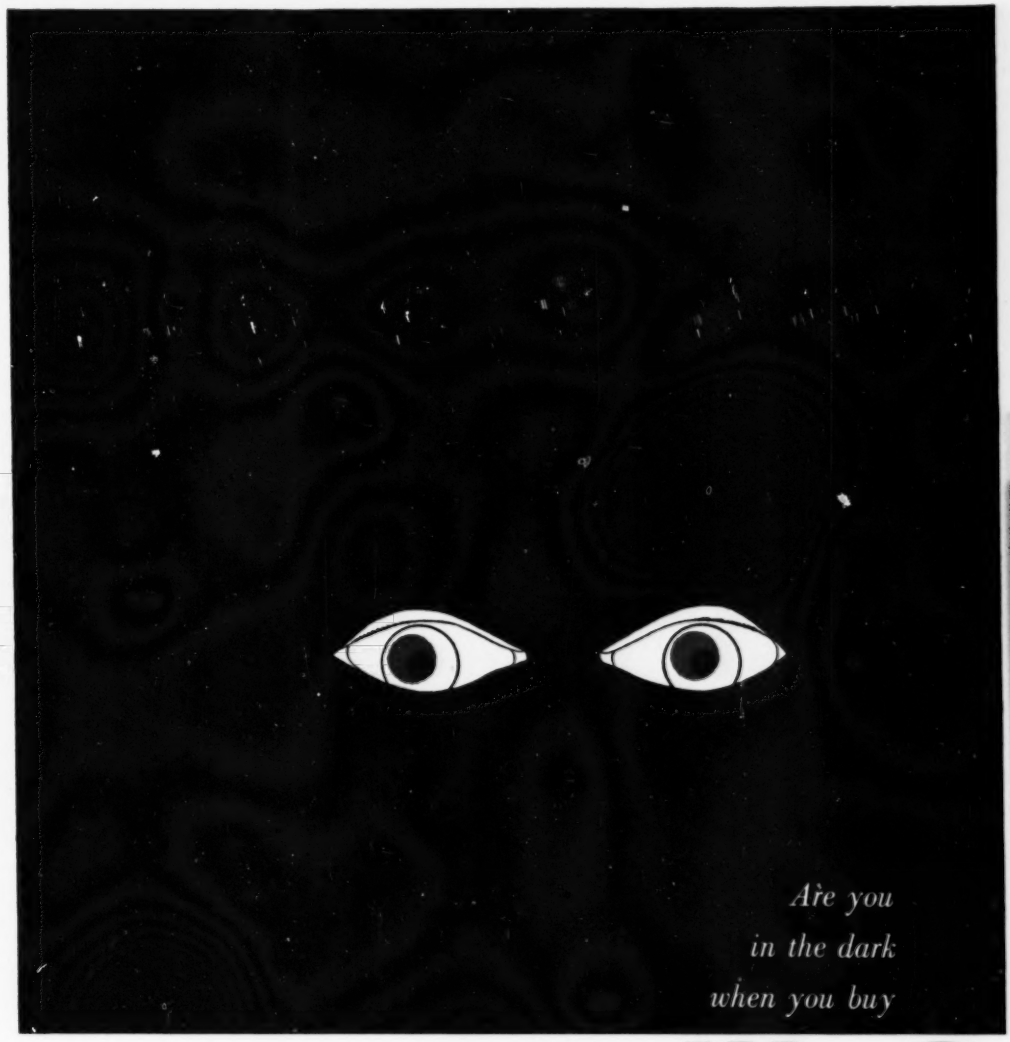

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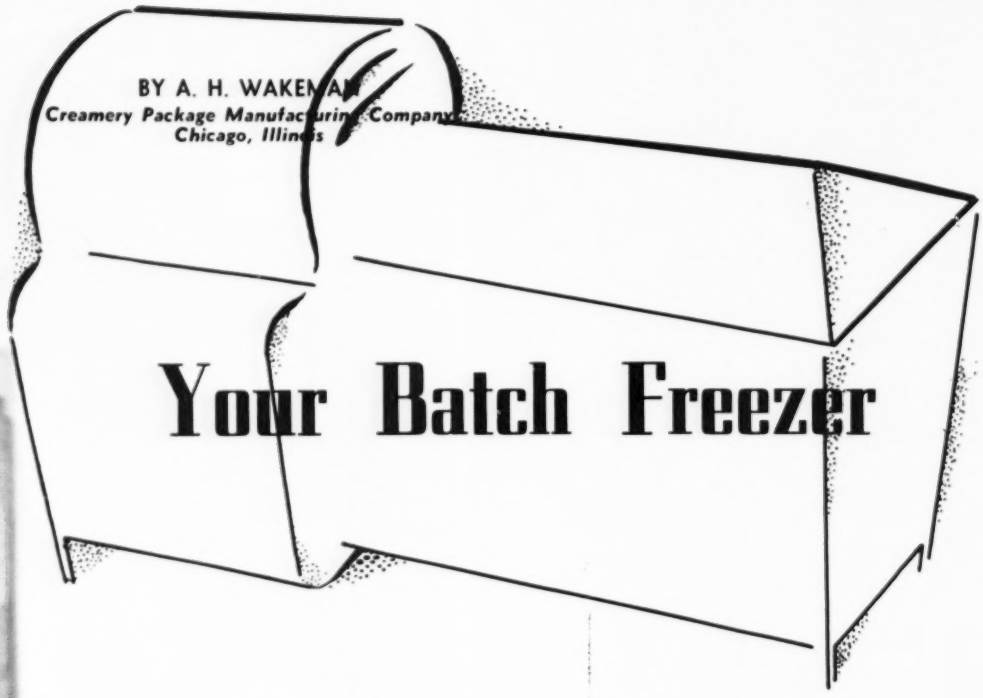
Vanilla Laboratories, Inc.

ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

Production

section



Your Batch Freezer

BY A. H. WAKEMAN
Creamery Package Manufacturing Company
Chicago, Illinois

THERE are many factors which affect the quality of ice cream. Such factors as mix ingredients, composition control, the freezing process, the hardening process and subsequent handling all are equally important in producing a quality product and each should be given individual attention. In this discussion we wil consider the role of the ice cream freezer in the freezing process.

Basically, there are two types of freezers, the batch type and the continuous type. Both of these machines accomplish the same end result which is twofold:

(1) The initial freezing of the mix, and

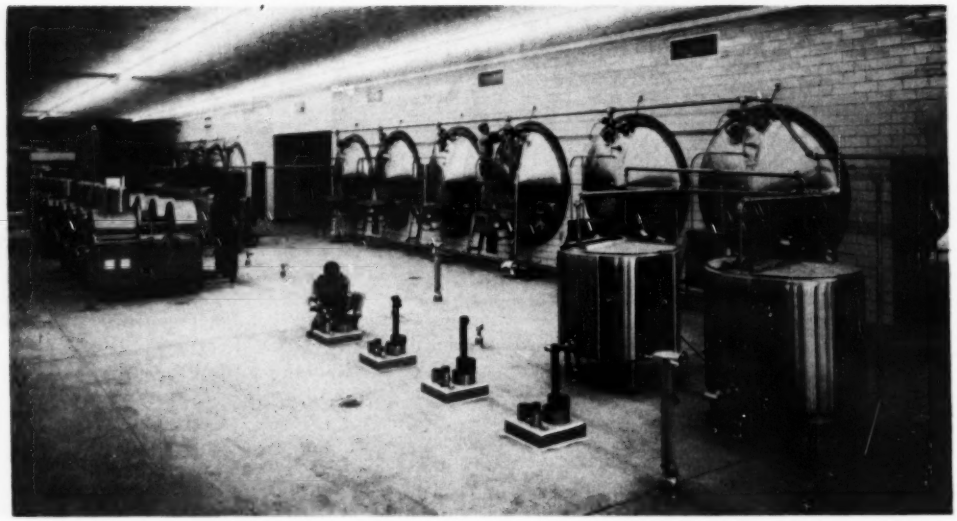
(2) the incorporation of air. In these days of continuous operation it is easy to overlook the importance of the batch freezer. There are a great number of these machines in use in the smaller production plants and many more are used in the larger plants for special ice creams. In enlarging a plant operations quite often the importance of providing one batch type freezer with the continuous line is overlooked. Then it is found that the continuous type machine is not suited for quality production of small lots of special creams and other specialties. For this reason we ask you to consider the role of this freezer in your plant today.

The batch type freezer was the original means of producing ice cream. In the early days an ice-salt mixture was used for the refrigerant for the freezing process and the air incorporated was left to chance. Soon a brine type freezer was used and more attention was given to the incorporation of air. Today, all our batch freezers are direct expansion type machines using any one of a number of refrigerants, Ammonia being the most common. With the advent of these machines refinements in dasher design helped to produce a more uniform over-run. Over-run controls of various sorts were produced to aid in the control of over-run.

All batch freezers are constructed with an inner cylinder surrounded by a refrigerant jacket supplying the means for removing sufficient heat from the mix for partial freezing. Inside the cylinder is a dasher consisting of an outer frame, scraper blades and beater assembly for; (1) scraping the frozen product from the cylinder wall, (2) whiping air into the mix, (3) circulating the mix from end to end of the cylinder to insure uniformity of over-run and flavors and, (4) hasten unloading of the cylinder.

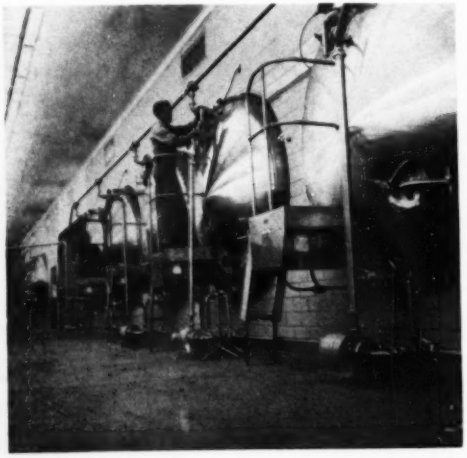
In considering the design of a freezer, the construction of the freezing cylinder is of prime importance. A material is necessary which will have a high heat transfer factor while at the same time it must resist the action of the refrigerant, provide a surface which is sufficiently hard and ductile to resist wear from scraper blade action and have no reaction with the product. A

(*Continued on page 74*)



Rieck-McJunkin Ice Cream Plant To Begin Operations In January

FINAL CONNECTIONS are made to the pasteurized ice cream mix storage tanks in the new Sealtest plant. Five of the six 3000-gallon tanks to be used for this purpose are shown below. At the bottom are some of the sanitary pumps (with sanitary ball feet) used to pump the mix from the tanks to the flavoring vats.



WHEN Sealtest officially opens its new Pittsburgh ice cream plant early in January, visitors will see the latest improvements in the art of ice cream making in a modern plant that makes full use of the principles of straight line production.

Ground was broken for this, the largest ice cream plant between Philadelphia and the West Coast, in August 1950, although plans have been underway since early in 1947. The new plant, which has a capacity of 4,000,000 gallons per year, is situated on Browns Hill Road in Pittsburgh's East End.

Its ice cream production will replace, and will be considerably larger than that at the combination milk and ice cream plant at Forbes and Stevenson Streets in Pittsburgh's downtown area. After conversion, the original plant will be devoted entirely to milk processing. It will continue to be headquarters for milk processing and sales, as well as to house the main office of Rieck-McJunkin Dairy Company, operating subsidiary for National Dairy Products Corporation in western and central Pennsylvania.

The new plant's architect was William C. Stohldrier, of White Plains, New York. Mr. Stohldrier has long

PRODUCTION ROOM view in new Rieck-McJunkin plant is shown on the adjacent page. Six 3000-gallon storage tanks project from the tile wall at the right. Two 200-gallon flavoring vats are on the floor at the extreme right. Eight freezers are seen at the extreme left. Four more freezers will be added in the foreground.

been a noted specialist in dairy plant design, and has been architect for a large number of such plants throughout the nation.

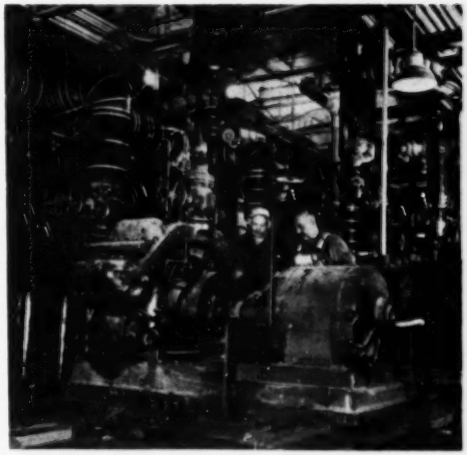
For Rieck-McJunkin, the general planning was under the direction of George M. Bracke, Vice President in charge of ice cream production, and of William K. Niebaum, Chief Engineer and production supervisor. Mr. Niebaum directed co-ordination of planning.

The design provides for all stages of ice cream production to be completed on the one, main floor level. The building, which is of red brick and limestone, covers approximately 52,000 square feet, and is 254 feet long and 217 feet wide. It is situated on a 7½ acre site.

Operational and sales offices are located in a partial second floor. Compressors for refrigeration and air conditioning, boilers, pumps, and other mechanical equipment are located in the basement.

A garage with space for forty trucks and four trailer transports is provided in a separate building on the plant grounds.

The plant's largest area is the hardening room, approximately ninety by 140 feet in size. This room will hold 125,000 gallons of ice cream, which will be one week's production in the summer's peak period. A constant temperature of twenty degrees below zero will be maintained here. Eight blowers, each of fifteen horsepower capacity, change the air in the room almost



ONE OF ten ammonia compressors (left) awaits connection to its 75 horsepower motor in the Sealtest plant.

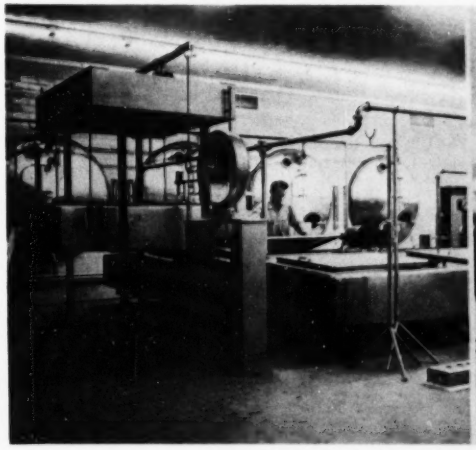
three times per minute. Air is distributed through ninety-six air diffusers, each five feet in diameter.

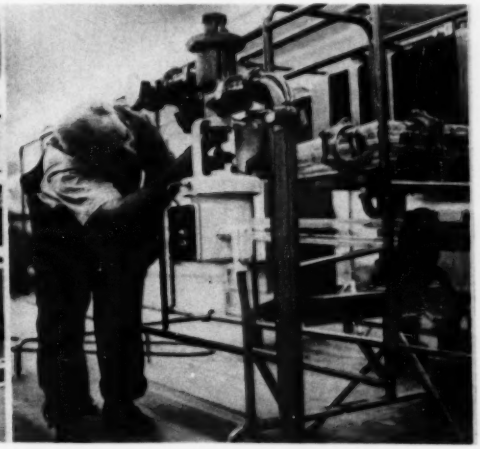
The hardening room's walls, ceiling, and floor are enclosed in a complete "envelope" of cork insulation eight inches thick and 30,000 square feet in area. The structural concrete floor, on which the insulated floor rests, is ventilated beneath to prevent freezing.

The roof structure, of steel and concrete, is enclosed within the cork envelope. This unusual design is now being widely adopted because it prevents thermal leaks, common instructures in which the insulation "envelope" was broken to permit passage through of structural steel roof supports.

Finished products are carried into the King hardening room by four conveyor lines, one each for bulk ice cream, packaged ice cream, frozen novelties, and mis-

SCALE AND weighing tank are shown in the photo below, left. Two mix tanks are in front of the weighing tank. In the background are four raw dairy product storage tanks. At the right, below, is shown part of the high temperature-short time pasteurizer during installation. Its capacity is 1500 gallons per hour.





cellaneous frozen products. Three other conveyor lines carry hardened ice cream out of the other end of the room directly into refrigerated delivery trucks.

Each of the three kinds of materials brought to the plant—dairy products, flavoring ingredients, and packing materials—has its own delivery platform and storage facilities in the plant.

Trucks bringing dairy products enter a special drive-through delivery room which can accommodate the

FRONT ENTRANCE, which faces west, is shown in the above exterior view of the new Rieck-McJunkin ice cream plant.

largest tank trailers. Both entrance and exit doors in the drive-through delivery room are closed, except when a truck is entering or leaving, in order to maintain the most sanitary conditions possible. In this room, tank trucks with sanitary stainless steel valves are connected to sanitary stainless steel lines, so that their contents are pumped directly—without contact with air—into one of the five refrigerated raw-product stainless steel storage tanks inside the building. Each storage tank has a capacity of 3,000 gallons. Constant temperature of these tanks will be thirty-four degrees.

Most cream is brought to the plant in standard ten-gallon cans. Each can's contents is tested for fat and quality. Those cans whose contents meet standards are then put onto a conveyor which carries them over an automatic scale that records their weight. Cans are then emptied into a stainless steel receiving tank from which cream is pumped to a stainless steel storage tank inside the building.

Empty cans and their lids are washed and sterilized in an automatic washer. Lids are replaced as the cans come from the washer and the cans are again weighed so that their net weight can be figured. A conveyor then carries the empty cans back to the hauling truck that delivered them.

In this delivery room for fluid dairy products, wall hose faucets for cleaning provide hot and cold water as well as a pre-mixed detergent cleaning solution. This three-faucet cleaning facility—one for hot water, a second for cold water, and a third for cleaning solution—is provided at every point needed, throughout the new plant. Stainless steel storage racks and portable stainless steel cars for transporting pipe and fittings for washing were provided by the Girton Manufacturing Company.

For flavors, an entirely separate receiving system is

FIVE-FOOT air diffusers mounted on the ceiling of the hardening room in the new Sealtest plant pour out a current of refrigerated air that maintains a temperature of twenty degees below zero. The hardening room is the largest area in the new plant and will hold 125,000 gallons of ice cream.

provided, including a loading platform at which packages and cans are taken off trucks and moved inside to appropriate rooms. The ingredients—mostly fruits—arrive frozen and are stored in a separate refrigerated room, 2400 square feet in area, which has a constant temperature of zero. Another room, 1600 square feet in area, has storage facilities for nuts and certain flavors that require a constant temperature of 40 degrees.

The plant's third materials-handling system provides for unloading and storage of cartons, packaging materials, and dry sugar in bags—used for sweetening fruits or purees. This system includes a loading platform and two storage rooms which has a total floor area of 13,000 square feet. Electric fork trucks handle movement of materials on palettes in these rooms.

Liquid sugar will be used as an ice cream sweetener in this plant. It will be received in tanks trucks which will be emptied through the same stainless steel pipe connections used for transferring milk and cream. Three Refined Syrups and Sugars tanks, each of 3,000 gallon capacity, are provided to hold the liquid sugar until it is needed, when it will be pumped directly into the mixing vats.

The "heart" of the plant's processing facilities is a completely-equipped laboratory where quality of all ingredients is determined when they enter the plant and before they are used. Here, too, tests are made of the products at each stage of processing, from start to finish.

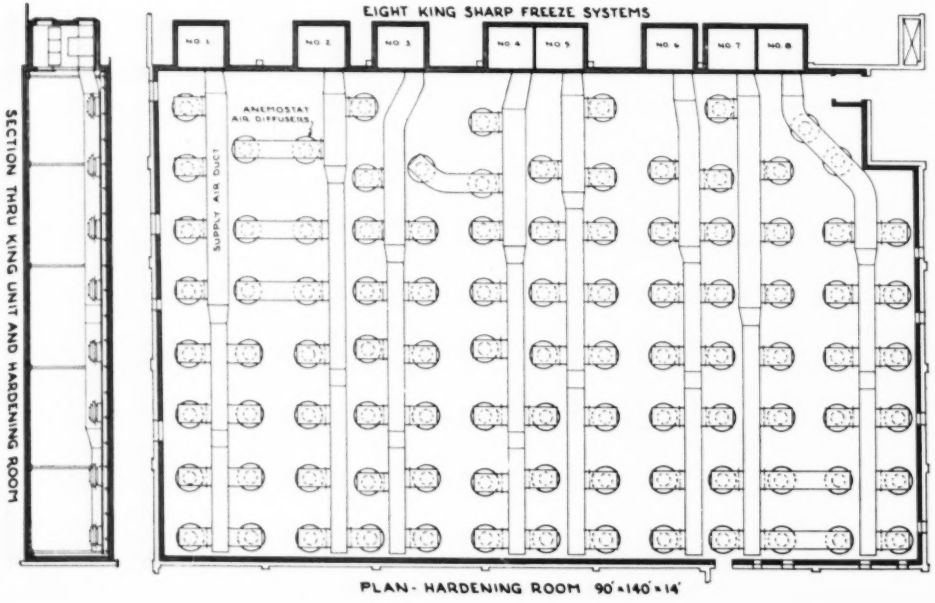
Like all other rooms of the plant in which processing is carried out, the laboratory is air conditioned, with walls of smooth, waterproof tile. It measures seventeen by twenty-eight feet.

The laboratory director is also quality-control manager for the plant. Exclusively his are all decisions on acceptance of materials brought to the plant, on processing, and on standards of finished products.

Adjoining the laboratory on one side is the plant's kitchen, nineteen by thirty-five feet, where nuts are

(*Continued on page* 67)

PLAN AND section of the tremendous hardening room in the new Rieck-McJunkin plant are shown in the sketch below.



A Quick Test For Foreign Fat

BY C. E. LAWRENCE
G. P. Gundlach and Company
Cincinnati, Ohio

FROM the widespread interest in the use of foreign fats in frozen desserts, there has arisen a need for a quick, simple test to determine whether there products are present in a given dessert.

Undoubtedly, at present price levels, some operators will attempt to fraudulently use vegetable fats, or fats other than butterfat.

To date, the states that permit the use of foreign fats have ruled that the product must be properly labeled, etc. It is not unlikely that fraudulent practices may also occur in these states.

If vegetable fats are properly used, it is practically imposible to detect their presence in a product organoleptically.

While the Reichert-Meisal number test may be used to determine the presence of foreign fats, as well as the percentage of foreign fat blended with butterfat, the test is time-consuming and the average dairy laboratory is not equipped to conduct the test.

The vast number of inquiries from various sections of the country as to where suspected samples might be shipped to be analyzed has indicated the need for a simple, yet positive, test.

Fluoroschemistry has been reported as a means of detecting various adulterants; therefore a study was made of fluorescence of various oils, including butterfat, using a Mineralight lamp having a wave length of 2,540 Angstrom units.

It was found that a pure sample of a given fat fluoresced brilliantly in various colors. Butterfat fluoresced bright yellow; cocoa fat, intense blue; cotton oil, slightly tan; corn oil, blue-green; lard, violet; and peanut oil, bluish white.

Next, various blends of these oils with butterfat ranging from 5% to 50%, were made. While stratification ocurred during the work, fluorescence was still the same for the various oils.

It was conceived that by extracting the fat from a frozen dessert and subjecting it to the fluorescent rays of the Mineralight lamp, it might be possible to detect the presence of small amounts of foreign fat.

Several suspected samples were received at the laboratory, as well as frozen desserts that were known to contain all vegetable fat, or a combination of 8% butterfat and 4% vegetable fat.

By extracting the butterfat by means of the Minnesota reagent modified Babcock test, the presence of vegetable fats in the product was easily determined.

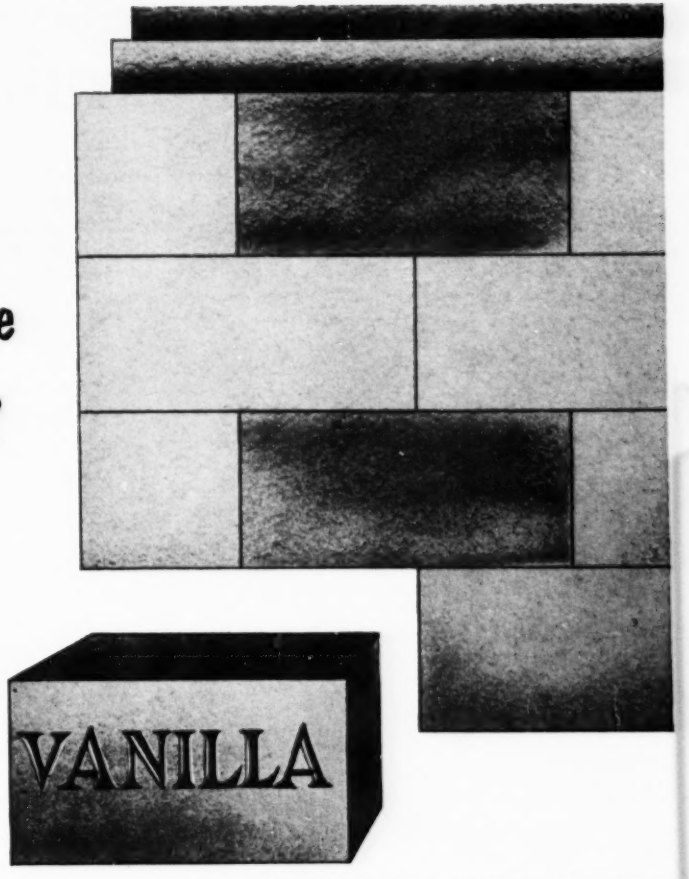
It was then decided to ascertain whether the presence of a small amount of vegetable fat blended with butterfat could be detected. Therefore, in the laboratory, ice cream mix containing 10% butterfat was blended with various amounts of vegetable fat; namely, cocoanut oil, corn oil, and a blend of cocoanut oil, corn oil, and peanut oil.

After carefully weighing the proportionate amounts, the mix was heated to 160° F. and the foreign fat well incorporated into the mix, and finally homogenized with a laboratory homogenizer. These samples were then tested, and it was found that the presence of as little as 5% vegetable fat of the total amount of fat in the sample could be detected by fluorescence of the fat column in a 20% ice cream Babcock test bottle.

It would appear on the surface that it would be economically unsound for an operator to attempt to adulterate a product with as little as 5% of the total

(Continued on page 73)

Are you cutting corners on the cornerstone of your business?



The end of the year is good stock-taking time, time to reminisce on things well done — time to plan on things to do better. Time to refocus your attention on the things that count in your business . . . cornerstones of your gallonage figures like Vanilla. If you are using anything less than the best for your all-important Vanilla flavor — here and now is the time to consider . . .

VIRGINIA DARE PURE VANILLA

Quality leader of a quality house—VIRGINIA DARE PURE VANILLA #7, a careful blend of Mexican and Bourbon beans . . . aged . . . cared for and brought to you as the finest Vanilla possible, and priced no more than ordinary vanillas. Vanilla remains the heart of your gallonage . . . vanilla flavor remains the heart of your Vanillas. The least expensive ingredient you use . . . the most expensive mistake you can make. Get off on the right foot in '53 with Virginia Dare Vanilla #7.

QUALITY IN FLAVOR SINCE 1835

Representatives in Principal Cities

VIRGINIA DARE

EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York

Farmers Hit "Substitutes"

AN organization with a membership of more than 14,000 dairy farmers who produce Grade A milk for the Chicago area has declared its opposition to the substitution of vegetable fat for butterfat in the manufacture of ice cream and is supporting its position in a series of newspaper advertisements.

The Pure Milk Association declared in a recent issue of its house organ that "once public good will is lost, once-proud businesses, in a final plunge into cheapness, wash out and a solid, useful, respected industry fades into a 'mess of potage'."

Continuing, the association stated that "if the going is a bit rough as the cheap substitutes glitter, the day comes when an intelligent public rewards the manufacturer who serves it with a nutritious, quality product made from the real stuff."

In the same issue, the association presented to its members the first in a series of reports on the promotion of butterfat substitutes in the Chicago market.

Covering the period from May to August, 1952, inclusive, the study showed the newspaper advertising expenditures of several leading dairy concerns for both ice cream and vegetable fat frozen products. The Borden Company, for example, spent $19,903 to advertise its Charlotte Freeze vegetable fat product in this period while allocating $8,244 to ice cream advertising in newspapers. Bowman Dairy Company spent $10,518 in newspapers to advertise its Del-Frost product, while ice cream and milk newspaper promotion came to $8,016. National Dairy Products Corporation spent $31,118 in this period to publicize its Par-T-Freeze package of vegetable fat product while its ice cream newspaper budget amounted to $6,498.

GIVE TO FUND—It's a Red Feather in Your Cap

The association report noted that the names of these companies are familiar to the public as merchandisers of real dairy products. Over the years, the study continued, they have made substantial advertising investments in their own brands of ice cream. "They are continuing to sell ice cream and the public may very naturally conclude that they sell only real dairy products. . . . It begins to appear that the consumer has no guarantee that, buying from an organization calling itself a dairy company, she will receive real dairy foods."

(While it is permissable to manufacture frozen desserts containing vegetable fats in Illinois, such products must be labeled with a distinctive name and under no circumstances may they be sold for ice cream, according to James L. Fox, Superintendent of the Illinois Department of Agriculture's Division of Foods and Dairies. In addition to these requirements, Mr. Fox pointed out, such products cannot be labeled "dairy desserts," nor may the word "dairy" be used in connection with these products. Mr. Fox was consulted by Ice Cream Field *for clarification of the Illinois law pertaining to vegetable fat frozen products because the Pure Milk Association report does not mention legal restrictions on the sale of these products—***Editor.***)*

A typical newspaper advertisement, published in the October 9 issue of the *Chicago Daily News* under the signature of the Pure Milk Association, declared that "You can't beat Nature." As reproduced with this article, the message noted that "ice cream is made with nature's own milk and cream," and added that "the dairy cow——nature's most efficient producer of milk and cream with all of its full flavored natural nutritional goodness has never been duplicated by man in his quest for substitutes."

The advertisement warned consumers: "Look at the label—be sure that you buy ice cream."

Meanwhile, industrywide interest in vegetable fat products was heightened by a ruling handed down by

the Oregon State Department of Agriculture. This edict confirmed the legality of vegetable fat frozen products, specifying that such products can be sold if labeled as "imitation ice cream" and ingredients are listed on the label. The general interpretation in that state is that vegetable fat frozen products do not come under the standards of identity of ice cream but fall under the labeling act as an imitation food product.

In Indiana, there was no appeal filed by the Tompkins Ice Cream Company of Indianapolis after the Marion County Superior Court ruled out the use of vegetable fat in the manufacture and sale of a frozen product resembling ice cream. The ice cream concern had set up a test case to determine if it could market such a product.

In California, where vegetable fat frozen products have been sold for some time, a nationally known dairy company outlined, at the request of Ice Cream Field, its policies with regard to these products.

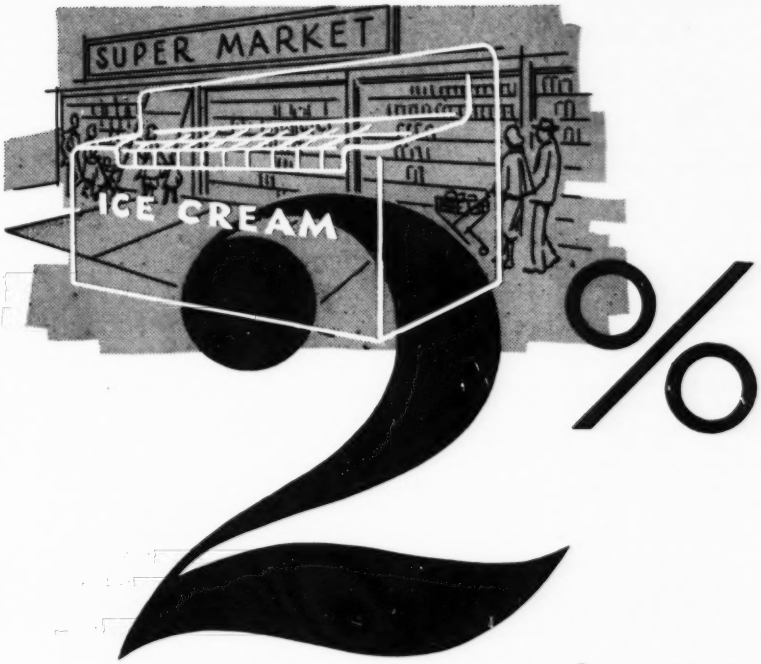
To begin with, this firm believes that any substitute product should be given a proper name so the buyer wil understand what he is getting. "Mellorine"—the name used in Texas for vegetable fat frozen products—was cited as an example.

Proper steps should be taken to protect the consumer against improper labeling, fraudulent statements, misleading advertising and deliberate misrepresentation of these products. The company feels that a quick method of testing a product to determine its vegetable fat content, if any, will be most valuable. (*Such a test is outlined in an article beginning on Page 56 of this issue—Editor.*)

This large dairy company advocates continued research to "further substantiate and emphasize the superior and unusual food values in butterfat, and in connection with this there should be a continuing promotional campaign to bring these facts before the consuming public."

Specifically, the company's merchandising policy with regard to its vegetable fat frozen products incorporates the foregoing principles. A different brand name has been designated but each carton states that the product has been manufactured by the nationally known dairy company. The container design, incidentally, is unlike those used for the company's ice cream and other dairy products.

The vegetable fat product is sold aggressively, nevertheless. It is a high quality product. An attempt is made to obtain a margin equal to or greater than that obtained from the company's other products. In general, this company discourages the introduction of substitute fat products by competition, if possible, especially if frozen in bulk.



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Working With Vegetable Oils

BY E. M. DECK
Mrs. Tucker's Foods, Inc.
Sherman, Texas

THE use of vegetable fats for making frozen confections, frozen desserts, or whatever you chose to call them, has developed into a rapidly growing industry. This has been brought about, apparently, because of the high price of the butter fat used in ice cream. These frozen confections are to ice cream what margarine is to butter. The dairy industry of Texas has approached this new development with an open mind and rather than fight it, has worked out a plan of controlling the manufacture of frozen confections so that the consumer has the privilege of buying them with little danger of fraud. The frozen confections are being sold for what they are and on their own merits. This is as it should be; it is good business.

Frozen confections are a pure wholesome, nutritious food product. The edible vegetable fats used in frozen confections, like those used in margarine, are high in nutritive value. The quality of frozen confections, like the quality of ice cream, is dependent upon the quality of the ingredients used in the mix. The ingredients are all alike for these two products, except the fats. Therefore, in the manufacture of frozen confections, the same good manufacturing practices, the same high quality of ingredients, and the same sanitation is necessary as for top quality ice cream.

In the development of vegetable fats for frozen confections we naturally started out with hydrogenated cottonseed oil, as it is the most abundant oil in Texas. Hydrogenated cottonseed and soybean oils, both domestic oils, are about the only two oils used for the manufacture of margarine in the United States today.

About fifteen to twenty years ago, nearly all margarine was made from imported coconut oil; today, there is no coconut oil to speak of being used in margarine. The margarine manufacturers found that they could produce a better, more desirable margarine with hydrogenated cottonseed or soybean oil, both of which are products of our own American farms.

Most margarine fats have a melting point of 95°F. to 98°F. so that the margarine will melt near body temperatures. This is necessary in margarine as it is used as a spread for bread, and when you eat margarine on bread you get a large portion of straight undiluted

margarine all in one bite. The margarine must melt quickly in the mouth to have desirable eating qualities.

In our early work on frozen confections it was thought that a low melting point fat, a melting point similar to that of butter fat, would be best. Early work was done with margarine fats, that is, the vegetable fats as they are used for making margarine, with melting points of 95°F. to 98°F. These fats produced a fairly satisfactory frozen confection, but the melt-down seemed a little too fast. Then a series of mixes was run using vegetable fats of varying melting points from 95°F. up to about 114°F. Results showed that as the melting point went up, the frozen confections retained their smooth, clean eating qualities and in addition, had a melt-down more like ice cream.

Then emulsifier fats such as are used by the baking trade were tried. These fats are hydrogenated vegetable oil fats containing mono- diglycerides as emulsifiers. Comparisons were made between the straight hydrogenated vegetable oil fats and those with the emulsifier. Very little, if any, advantage for the emulsifier fat could be noticed. Our work indicated there was no need to pay the extra cost of one cent per pound for emulsifier fats for making frozen confections. However, some frozen confection manufacturers use emulsifier type vegetable fats and feel that it gives them a better product.

There is a type of vegetable fat which is made from hydrogenated vegetable oil blended with unhydrogenated oil, known as hardened vegetable oil, and so labeled.

Hydrogenated vegetable fats can be stored at room temperature for several months; there is no need to store under refrigeration.

Lower melting fats are usually liquid at room temperature, especially in the summer. For this reason they must be shipped in liquid tight containers such as cans or drums and it is usually necessary to weigh these liquid fats for making up your mixes. They are not as easy or convenient to handle as plastic fats. They are messy.

With some low melting fats, it is necessary to blend them with other harder fats. This is extra work and in addition, requires a stock of two or more fats, rather than just one. We are pointing out these advantages and disadvantages for your consideration in your manufacturing operation.

The use of hydrogenated soybean oil, cottonseed oil or peanut oil in frozen confections is helping the American farmer to find a market for his products the same as the use of butter fat helps the farmer. They are all domestic fats grown in this country.

In the manufacture of frozen confections there are no secrets or mysteries. As I mentioned before, whatever is good practice in the manufacture of ice cream is good practice in the manufacture of frozen confections.

The hydrogenated vegetable fats are 100% fat and

you just replace the butter fat pound for pound in your ice cream mix with vegetable fat and balance the mix in the usual way. As in ice cream, mixes rich in fat have better eating qualities. Usually 8% to 10% fat is used in good quality frozen confections, but 12% to 15% fat in the mix makes a richer eating product. The mixes sold soft from the counter freezer are usually made with 6% fat and some malt mixes contain only 4% fat.

As in ice cream, the milk solids not fat can be from skimmed condense milk, fresh skim milk, low heat dry milk powder, or some of the special milk solid mixes which are being sold today.

Fat Has Neutral Flavor

The flavor of the frozen confection will depend a lot on the milk solids flavor and the other flavors you add. The hydrogenated vegetable fat has a bland neutral flavor. This bland flavored fat gives the flavors you add to the mix a better chance to show up their true flavor, as the fat does not mask it. Some manufacturers feel that less flavoring is needed, others think more flavor is necessary to make up for the lack of flavor from the butter fat. We have noticed that many frozen confections have a better and a cleaner flavor than ice cream because too often strong or off flavored creams are used in ice cream. You should check your flavors carefully and adjust it to suit your customers.

The hydrogenated vegetable fat contains very little, if any, bacteria, so frozen confections made from vegetable fats usually have a low bacteria count.

We recomemnd the use of some corn syrup solids along with cane or beet sugar in the mix in order to keep the total solids up without getting the product too sweet. As in ice cream, the corn syrup solids do not depress the freezing point of the mix as much as cane sugar and corn sugar. However, not more than one third of the sugar solids should be corn syrup solids.

Same Stabilizers

The stabilizers for frozen confections are usually the same as for ice cream. Your stabilizer manufacturer can tell you which stabilizer to use and how much. As far as we know, no special stabilizer is necessary for frozen confections; those that are good for ice cream are good for frozen confections.

In many cases, the adition of emulsifiers to frozen confections act the same as they do in ice cream. However, we have seen some very good frozen confections made without the use of emulsifier. In batch freezers, the addition of an emulsifier will often cause the overrun to be low. This doesn't happen in the continuous freezer.

In making up the mixes, we usually recommend that the milk and sugar be put into the pasteurizing tank and while they are heating, the plastic vegetable fat can be put in in chunks. It will float in the liquid mix while it is melting and will not foul-up your agitator. Usually by the time the vegeatble fat is all melted, the mix will be up to pasteurizing temperature. A pasteurizing temperature of 160° to 170° F. is used by many manufacturers. The stabilizer should be added as recommended by the manufacturer.

After the mix reaches pasteurizing temperature, it should be held there for twenty to thirty minutes and the mixing continued to be sure you get everything mixed together thoroughly. If this is not done, the first part of the mix drawn off may be low in fat and the last part high in fat. This is, of course, also true in making ice cream.

Homogenizing presures are used anywhere from 1800 pounds to 2500 pounds. Higher pressures are not recommended. As the mix is drawn from the pasteurizing tank it is often necessary to stir the last few gallons with a hand stirrer when it gets below the agitator in the pasteurizing tank. If this is not done, there may be some oiling off of the last few gallons of the mix before it is homogenized.

The homogenized mix can be frozen shortly after it is colled or it can be held for several hours, or overnight, the same as your ice cream mixes.

Usually best results are obtained in freezing if the mix comes from the freezer at about 23° F. and then put into the hardening room as soon as possible, the same as you would do with ice cream.

Storing And Handling

The storing and handling of frozen confections is the same as for ice cream. Bad practices in handling of ice cream are also bad for frozen confections. As you can see from this discussion, the making of frozen confections with hydrogenated vegetable fats is very much like making ice cream, except for the kind of fat. There are no secrets or mysteries. You can make a good quality frozen confection which will build you a good business or you can make a mediocre or poor quality product which will probably ruin your business.

As with ice cream, a high overrun makes a poor eating quality product. You can get a high or a low overrun. We feel that for good quality frozen confections, the overrun should be about 80 to 90%.

Our recommendation is to make a good quality frozen confection, 10% to 12% fat with an overrun of 80 to 90, and then sell it on its own merits. Some manufacturers put on their package, "Not Ice Cream." It is a good wholesome and nutritious food made from products grown on American farms. Those who cannot afford ice cream should have the privilege of enjoying frozen confections.

Bulk Market

from page 32

package ice cream and, invariably, the increase in sales has demonstrated the wisdom of this advice.

Another promotion designed to maintain and stimulate the sale of hand-dipped bulk ice cream is the one which has been introduced and promoted by Abbotts Dairies in Philadelphia. For the last twenty-five years a number of bulk dealers in Philadelphia have been selling ice cream by the dip. In other words, so much for an individual serving of ice cream. The custom in the old days was to bring your ice cream dish and buy so many scoops or dips of ice cream at five cents per dip. In many places in Philadelphia, this custom still prevails although the price of the dip has increased with the present economy. The Abbott Company has taken this idea and devised a tray in which twelve No. 24 dips are very nicely packed. They have named it the "Treat Tray" and have suggested a price of sixty-nine cents for twelve No. 25 dips. This is a progressive step in modernizing the container with which to carry home ice cream dips and I feel sure that it will be received well by the bulk trade.

This could very well compare with the "Big Bucket" of ice cream now being presented in the New Haven market and while it is an old idea in the Philadelphia market, I am of the opinion that as a result of the new packaging created by the Abbott Company the whole idea will gain added stimulus.

In some of our smaller markets, we have run into the problem of running water being a legal requirement in the handling of bulk ice cream. We have been very successful in persuading the local enforcement authorities not to be too drastic in their enforcement, asking for an extension of time so as to enable the dealer to make arrangements to have running water installed in his place of business. While this requirement is a bit of a hindrance to putting in bulk, the results of increased sales from bulk are so outstanding that the dealer can be persuaded to make this investment.

In conclusion, I would like to point out that maintaining a bulk market is a constant day in and day out job. It is a constant struggle between the convenience of the half-gallon and pint packages plus their economical pricing and the desire on the part of the consumer to purchase hand-dipped bulk ice cream because it tastes better. As you can readily see, there are two outstanding conflicts and the final decision will be made by the consumer but we know "Most People Prefer 'Freshly-Dipped' Ice Cream."

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers.

Refined Syrups Marks Birthday

TWENTY-FIVE years of supplying industrial sugar users with liquid sugar has been completed by Refined Syrups & Sugars, Inc., producer of "Flo-Sweet" liquid sugar and "Hudson Valley" granulated sugar.

During the past quarter century, the firm's output has expanded from a mere trickle in a tiny Brooklyn plant to over 500,00,000 pounds annually at its modern Yonkers refinery, according to Frederic A. Davidson, President of the company. The biggest spurt in output came just before the war, when the sugar concern purchased a long-idle refinery on the water's edge in Yonkers and greatly increased production. Under the direction of T. M. Brown, Vice President for Production, the plant was virtually rebuilt to achieve complete modernization.

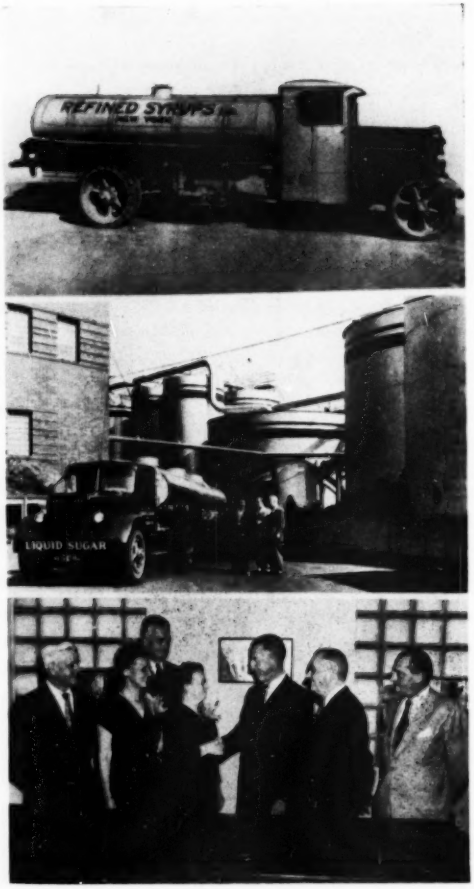
"It was the move to Yonkers in 1938 that proved a turning point in our business," says Mr. Davidson. "Here we can unload raw sugar direct from ships arriving from the tropics, refine it into liquid sugar, and pipe it into tank barges, tank cars or tank trucks for delivery to our customers." The company's liquid sugar is transported far upstate in milk trucks which would otherwise return empty, and for a radius of about 100 miles in a fleet of twenty-one blue-and-silver "Flo-Sweet" tank trucks.

"Back in 1927, when Refined Syrups started commercial operations, liquid sugar was brand new," Mr. Davidson emphasized. "Before that time all the sugar used in the food industry was purchased in dry form and had to be remelted for use. It took a long time for any really big customer to give liquid sugar a chance. But D. V. Wadsworth, the originator of the idea of liquid sugar, and now Vice President for Sales, P. X. Hoynak, now General Sales Manager, and Ira Parnes, now our metropolitan Sales Manager, would not give up. Now the largest dairies, ice cream plants, bottlers, canners, bakeries and candy makers are all using liquid sugar."

"The new product required understanding of customers' problems, and this resulted in an extensive program of research into food technology. Mary F. Hughes, Director of the Research Laboratory, and Dr. H. S. Paine, Vice President for Research, have done much to make the program one of the most valuable resources of the company.

"Liquid sugar is essentially a saturated solution of sugar in water," explains Mr. Davidson. "It comes in several grades of sucrose and it is available in varying proportions of invert to meet the specific requirements of food processors. After analysis of a particular customer's problem, the blend of sucrose and invert that should be used is suggested."

More and more food processors are using liquid sugar, Mr. Davidson said. In 1947 some 300,000 tons were used in this country. In 1951, over 618,000 tons were consumed by industrial sugar users.



FIRST TANK truck used by Refined Syrups and Sugars to distribute liquid sugar (in 1927) is shown in top photo. The modern (1952) version—capacity: 3300 gallons—is in the center photo. The entire group in the bottom photo has been with the firm for twenty-five years. Left to right are Hugh B. Wright, Maintenance Superintendent; Marie M. Deenihan, secretary; Edward W. Freeman, Vice President and Treasurer; Mary F. Hughes, Director of the Research Laboratory; Frederic A. Davidson, company President; Daniel V. Wadsworth, Vice President for Sales; and Thomas M. Brown, Vice President for Production. Not pictured is Assistant Secretary-Assistant Treasurer N. Blanchard Smith, who also has been with the firm for twenty-five years.

Rieck–McJunkin

from page 54

roasted, flavors blended, and other processing of flavoring ingredients is carried out. Two 100-gallon Chicago Stainless Steel Equipment Company cooking vats are used in this room, as is a quantitative solids and butter tester provided by H. W. Dietert Company.

All ice cream processing takes place in one big room with a total area of 10,000 square feet. The rows of stainless steel equipment and the cream-colored tile walls make this area the most impressive in the plant.

Projecting through the tile wall on one side of the room are the large, polished stainless steel bulkheads of thirteen storage tanks. Down the center of the room is a line of thirteen freezers.

Stainless steel mixing vats and pasteurizing equipment occupy one end of the room while the other end is taken up by a huge brine tank for freezing novelties.

In operation, milk and cream from storage tanks will be pumped into a covered weigh tank. After the correct proportions are obtained the mixture will flow into a covered mixing vat. Then the required amount of liquid sugar will be weighed in the same manner and pumped into the mixing vat. Flavoring ingredients may also be added at this stage. When the ingredients are thoroughly agitated, the mixture will be run through a preheater and into a homogenizer and from there into the high-temperature, short-time, (175° for twenty-five seconds) pasteurizer.

From the pasteurizer it will be pumped first over a Mojonnier Bros. cabinet cooler, which will again bring the temperature down to thirty-four degrees, and then into a cold-wall mix storage tank where it will be held at that temperature until needed.

In the freezing operation the cool mix will be pumped from a storage tank directly to a freezer where it will be frozen to about twenty-one degrees. It then goes into bulk paper cans, to a package filling machine, or into one of the novelty processing lines.

Three of the Creamery Package freezers have a 400 gallon capacity; five are rated at 200 gallons, and four at 150 gallons. There is also a forty-quart freezer for use in developing new flavors.

Continuous conveyors carry the products from the filling machines directly into the hardening room where they are stacked. After hardening at a temperature of twenty degrees, the products are loaded, as needed, onto another conveyor line that carries them directly to the door of the refrigerated trucks that will deliver them to Sealtest dealers.

At one end of the production room is a large Larrie brine tank fitted with automatic equipment for the production of the Joe Lowe line of frozen novelties. This system has a capacity of 1,000 dozen stick confections per hour. An automatic Vitafreeze bagger is employed in the novelty operation.

Lighting in the production room is unusually efficient, and enhances the attractive appearance of this area. Although bright, the light is evenly distributed, not only because of its placement, but because of the cream colored tile walls and white plaster ceiling. A total of 313 slimline fluorescent tubes, installed two to a fixture in three continuous lines along the entire length of the room, provides the lighting.

Beneath the processing rooms is the basement area which houses the machinery. Here are controls for the electrical system which has a capacity of about 1,300 kilowatts (about 1,700 horsepower). Also in the basement is the compressor room for the plant's refrigeration system, which requires almost 1,200 horsepower, for chilling dairy products, freezing ice cream, and maintaining low temperatures in storage areas. The machinery for the air conditioning system requires 80 horsepower. Operation of the movement in the freezers requires 197 horsepower. The homogenizer requires 40 horsepower.

Rieck-McJunkin officials state that men in the industry who so far have inspected the plant predict that, because of its engineering and production-planning, it will turn out a fine quality ice cream at comparatively low production cost.

Fresh Citrus Flavors

BY W. A. KRIENKE AND L. E. MULL
Florida Agricultural Experiment Station
Gainesville, Florida

NATURE holds many secrets and frequently reveals them only to the most careful observer, as was the case in the discovery of penicillin. Also associated with the workings of nature are certain series of developments highly important to the existence of plants. Some of these plants are of particular interest to man because they provide food. Of the plants that provide food for man only a few are of interest to the ice cream manufacturer as sources of ice cream flavoring materials.

In an attempt to bring to you two important fundamentals regarding ice cream flavors we should like for you to venture into a brief botanical consideration of fruits. Early in the spring of the year the fruit tree is decked in glorious color to attract early civilized man to a certain spot in the small thicket on the hillside. Man was attracted by color. The fragrance of the blossoms no doubt also pleased him. Some weeks later bright colors once more caused his gaze to linger on the same thicket. Perhaps he remembered the fragrance of the blossoms, so again he ventured forth to investigate; but note—it was color that attracted him. Why did the tree use color to attract man? The answer again is one of nature's works, for the fruit tree has a very cleaver means of arranging for a new location for its offspring. The delicate aroma of the tree ripened fruit tempts man to pick and to taste. The treat is beyond expectation in luscious goodness. Man carries some of the fruit with him and as he goes the seeds are cast on new ground to shoot forth another and yet another of its kind.

In providing the fruit tree with this means of propagation in which man is the tool, nature would have us observe two important fundamentals: (1) the use of color is an excellent means of attracting people; (2) man is not attracted to fruit until its flavor is at its very best because color and flavor intensities develop simultaneously. If we accept nature's plan in so far as fruits are concerned we will pick them when tree ripened and enjoy their delicate flavors as fresh fruit.

Man, however, has removed himself so far from nature that in order to have ripe peaches in Chicago early in the season they are picked green in Georgia and in order to have them later in the season in Florida they are picked green in Illinois and Michigan.

When man had more fruit than he needed in the season of its ripening he learned how to preserve some for later use. Heat treatment became the accepted method of preparing fruits for storage. Some fruits, however, lost nearly all their flavor goodness when heat treated and therefore could not be preserved by this method. Of course that could be heat treated, although entirely edible, many lost the fresh fruit flavor that nature had made so inviting to man.

Now that quick freezing has been developed into a sizable commercial enterprise it is once more possible for people everywhere to have fruits or fruit products in all their goodness, ripened as nature intended, and more—at any time of the year from one harvest season to the next.

"Pinnacle Of Opportunity"

The ice cream industry stands to profit most by this new realization; yes—stands at the very pinnacle of opportunity in the use of tree, bush, and vine ripened fruits. In addition to frozen concentrated citrus juices quick freezing has made available frozen cherries, strawberries, and peaches, as well as grape and other juice concentrates.

The process of preparing citrus injection and topping sauces for ice ceram developed at the Florida Agricultural Experiment Station has been used also in preparing other fresh fruit sauces. All fruits compatible with

In Unique Ice Creams

ice cream, including cantaloupes and tropical fruits can be prepared into such sauces, but it remains for future studies to determine flavor stability of each sauce. The successful application of quick freezing to some fruits, however, already has established their acceptability for the process of preparing them into fresh fruit ice cream sauces.

The eye appeal of the orange, lemon, lime and tangerine ice creams stimulated interest in other colors, including blue. No food in its natural color possesses a bright blue color acceptable for this purpose; therefore, it appeared necessary to use a product that could be colored as desired. Coconut was reduced to very small particle size and prepared into a blue colored sauce. The ice cream containing this blue cocoanut sauce is very colorful. In order to produce an ice cream having colors in keeping with patriotic occasions, red cherry sauce and blue cocoanut sauce are injected into the ice cream simultaneously by separate pumps.

As the study progressed, especially after the successful injection of the blue cocoanut sauce, consideration was given to the preparation of the various nuts into sauces. Earlier experiments at the Florida Station, in which nut meal replaced a portion of the nut halves in batch frozen ice cream, demonstrated a more intense nut flavor even though the total nut content had been reduced considerably. The pecan, walnut, peanut and almond sauces resulted in excellent flavors. This was particularly true of the toasted pecan and the toasted almond sauces. The use of these nut sauces also in chocolate ice cream adds new variety to this old favorite. Additional studies are in progress that very likely wil contribute more new flavors as well as unique flavor and color combinations.

If color is the best means available to attract people, ice cream manufacturers will want to make good use of this attractive force. However, to bring back the customer for more and more ice cream the flavor must be excellent and in so far as possible, unique. Fruit flavored ice creams are at their best when prepared from fresh fruits. If the fresh fruit is injected into the ice cream the unique flavor sensations, produced by the sharp contrast between the mild vanilla and the distinct fruit flavor, serve to tempt and to invite. In this respect the citrus ice creams excel, for the tartness of the sauce is stimulating to the taste buds. This may be compared to the manner in which salted nuts seem to stimulate the taste buds for more sweets, although previously satisfied to the very last chocolate.

Although no specific consumer acceptance studies have been conducted, more than 300 people have sampled the citrus ice creams. Almost without exception, voluntary expressions were manifested that indicated a pleasant surprise.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers.

Costs Per Gallon

from page 27

fear of a competitor's policy may stop us from taking action.

I am also to comment on dry ice and boxes. This is one of the few items that dropped. In 1948 it averaged $.0093 and in 1951—$.0067. One of the interesting things is that each company reporting showed at least a small decrease.

Mr. Wells: The average cost per gallon on truck repairs, like so many of the other items, increased. In dollars and cents, it's less than half a cent increase but percentage-wise it's 24%.

Continuing the discussion on what to do, I have observed that it does not cost as much to serve a customer in the city where dealers are closely bunched as it does in the country where drives of 5, 10, or even 15 miles may be necessary between stops. Not only is there considerable mileage involved on country routes, but these trucks often operate over rough roads, in all kinds of weather, which in turn steps up repair bills.

I think all of us are finding our routes carry more, many more items than they formerly did. One of the effects of these increased items in delivery is found in the fact that (nationally) in 1947 a route served an average of sixty customers per day but with the addition of all of those new items, the very best that a route can do is forty-five to fifty dealers. These figures of course are considered nationally and may not be accurate in your organization; but regardless of that fact, they do point out a trend.

I realize that the volume on these country routes is regarded as just so much velvet. But let's not kid ourselves that it's always velvet—there's a line of diminishing returns and it behooves us to know where that line is.

Mr. Loomis: Cabinet repair shows only a slight increase in the past three years—maybe that's because everyone was madly buying a lot of new open front cabinets and they don't need service as yet. In 1948, the average repair cost on cabinets was $.0269 and in 1951 it is up to $.0289.

Nationally, I understand that in the last five years even though the size and capacity of cabinets have increased, the average sales per unit has decreased 44%.

Mr. McConnell: With everything else going up, it's strange to find an important expense item—Truck depreciation—going the other way, but that's the case. From $.0269 in 1948 to $.0198 in 1951.

Truck and body manufacturers tell us that in 1947 the average ice cream truck had a capacity of 650 gallons. In 1952 the average truck has a capacity of 1,000 gallons. This may indicate increased volume but on the other side of the ledger is the fact that (nationally) in 1947 with fewer items daily route sales represented 55% of the truck capacity. But in 1952 with a larger truck we are only selling 40% of its rated capacity.

Mr. Johnson: Depreciation of cabinets is an item that's really gone up . . . from $.0202 in 1948 to $.0331 in 1951. Not only is this an increase of better than a cent and a quarter, but percentage-wise it's a 63% increase. It seems to me this is rather a significant figure.

Mr. Wells: There has been quite a jump in the building and equipment depreciation averages—that is from $.0020 to $.0102. However, only two companies reported on this information so it would be my thought that too much stock should not be placed on these particular figures.

Mr. Loomis: Taxes and insurance show a 41% increase—in other words from $.0094 in 1948 to $.0133 in 1951. I can't say I'm surprised.

Mr. McConnell: Rent is not a large item yet it is another one of those small items that percentage-wise have really zoomed skyward. The increase between 1948 and

1951 is 80%. The one consolation, of course, is that the increase is only $.0029, about a quarter of a cent. It's like doubling the salary of the President of our ice cream association—it's not too serious because two times nothing is still nothing. Actually, I don't believe rent is too great a factor because most companies own their plants.

Mr. Wells: Light, heat, and power are sizable production expenses but they are not a sizable item in delivery expenses. In 1948 it was $.0041 whereas in 1951 it has reached $.0060, an increase of 46%.

Mr. Loomis: Telephone and telegraph show a very moderate increase—from $.0037 in 1948 to $.0057 in 1951.

Miscellaneous is a "catch all"—anything you can't figure to put elsewhere goes here. It seems to catch quite a bit, too. In 1948, it was $.0128—in 1951, $.0142. The increase was minor.

So much for the details of delivery. Let's look again at the total. Mr. Green Frog of 1948—$.2450. Mr. Red Frog of 1951—$.3004—a 22% increase.

We touched on all salaries earlier and, as was apparent, this is one of the sizeable expense items and also one of those with the largest increases since 1948.

To be specific 1948 was $.0264 and 1951—$.0424. This is an increase of 60% in one of our major items of expense.

Mr. Wells: Office salaries are really a surprise to me. Every company showed an increase. The average cost per gallon in 1948 was $.0141. In 1951 it had risen to $.0280—98% increase. And again, this is a major expense item showing a sharp increase. Will it ever end?

Mr. Johnson: While travel and car expense is a sizable expense item it has not shown a marked increase in these three years. In 1948 it was $.0145 per gallon and in 1951, $.0173.

Mr. Loomis: Advertising is the largest expense item in the selling breakdown and is second only to delivery labor. In 1948 it averaged for the five companies $.0468 and in 1951—$.0553. This is an increase of $.0085, a little less than 1c. It figures only an 18% increase.

Mr. Wells: Surprising as it may seem, donations decreased in the three years—from $.0030 to $.0022. It's not a significant decrease and the entire figure is a small one.

Mr. Johnson: Seems I'm the "Miscellaneous Man" here. I covered this item under delivery also. This time it shows more of an increase—from $.0045 in 1941 to $.0091. This is an 100% increase but since the account is something of a "catch-all" I don't believe we should take it too seriously.

Research

from page 44

completion of each special study by the association. I have neither education nor experience in either of the fields of writing, editing, or publishing, so that I must close this whole discussion on the same tone of reluctance to criticize. The objective, on reports, of course, is to have people read the reports. The lessons I have learned on this point are that small words are better than big ones. Short sentences are better than long ones. Tables are better than text. Charts are better than tables. Pictures are better than charts. Action pictures are better than stills. Pictures of people are better than pictures of things. And to make a final comparison, pictures of women are better than pictures of men.

We have a monthly producer publication in our company called "The Milkpail" which carries news of interest to dairy farmers in New England. We have some good reasons to feel that it is very successful in achieving the objectives we have for it. It is sent to all of the producers shipping milk to our plants and to a large number of farm leaders, college people, and others in New England. I have kidded our editor about what appears to me to be a heavy propensity on his part to have a picture of a young girl, frequently somewhat scantily clad, on the front page. Perhaps one or two more are scattered through the other pages and always there is one or more pictures portraying a part played by the fairer sex in New England dairying. His answer is that New England's rugged dairy farmers are only humans at heart. They enjoy, and their interest is attracted by, a little cheesecake, the same as is true for most other people.

Perhaps the object lesson here is a little over-drawn, but it is certainly a sad mistake for our ice cream association to assume that its members are so avidly interested in the results of its research studies that they will wade through a census-statistical type bulletin in order to obtain an idea. Research work has to sell itself and its products the same as any other phase of modern American business.

To repeat, research results are of no value unless they can attract the time and attention of a busy operating executive. The reports must attract and hold reader interest. Otherwise, we will find our Board of Directors deciding that our research work could be eliminated without loss to our association.

This article is based on a talk given during the forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

Quick Test

from page 56

fat for this would mean that in 100 pounds of mix, there would be a savings of only one-half pound of fat, which would represent, in a market where butterfat was priced at $1.00 a pound and vegetable fats at 22c, the operator would be saving only 39c per 100 pounds of mix.

One would assume that if an operator chose to use vegetable fat, more savings would be desired.

The mechanics of the test are as follows:

1. Carefully warm sample of frozen dessert by placing in beaker or other suitable container and placing it in a water both of 100° - 110°F.
2. Weigh into 20% ice cream Babcock test bottle 9 grams of the melted sample.
3. Add 15 cc. of Minnesota reagent. Mix contents of the bottle well.
4. Place test bottle in boiling water bath for 15 minutes, shaking several times during this interval.
5. Centrifuge for two minutes.
6. Add 140°F. water to the bottle to bring the fat into the calibrated column of the bottle.
7. Centrifuge for two minutes.
8. Place test bottle in 140°F. water bath for three to five minutes. Total per cent of fat may now be read, using dividers.
9. Subject test bottles to the rays of the Mineralight lamp in a semi-darkened room.

Use sample known to contain only butterfat as a control. Fluorescence other than normal yellow color of control sample indicates presence of foreign fats.

Two possible limitations to the test are being carefully stduied in the Gundlach research laboratories. Casein, as well as some other milk constituents, fluoresce a bluish white, and milk fat that has undergone solar activation (exposure to prolonged sunlight) fluoresces a light bluish color. Therefore it is desirable to study further the effect on the failure to obtain a clear fat column, as well as the effect of sunlight upon butterfat and the use of storage butterfat as a mix ingredient.

Minnesota reagent may be purchased from a reliable dairy supply house, or may be made up in the laboratory, as follows:

Carefully weigh and mix 100 grams of sodium carbonate and 200 grams of sodium salicylate. Dissolve in enough water to make up a volume of 1000 cc. To this solution add thirty cc. of 50% sodium hydroxide and 100 cc. of normal butyl alcohol.

Batch Freezer

from page 48

variety of materials have been used and tried over a period of years. Experience has demonstrated that pure nickel or an alloy best serves all of these requirements. It has a high coefficient of heat transfer, is not affected by today's refrigerants, does not react with the product and has a fairly hard ductile surface which resists wear very well. Stainless steel is unsuitable for this purpose as it has a relatively low heat transfer coefficient and it is not compatible with metals to the extent that it will provide a good scraping surface.

Equally important to the cylinder is the design of the scraper blades. A material is required which is compatible to the cylinder wall and will provide a surface which can be maintained in a sharp condition for efficient scraping. Blades in use today are largely nickel alloys.

The most generally used refrigerant for batch freezer use is ammonia, although Freon is also used especially in the smaller counter types of freezers and occasionally methyl chloride is also used.

All types of batch freezers have controls for maintaining the proper temperature on the cylinder wall for the various steps of the freezing operation. The most efficient system is full flooded using a liquid level float valve and accumulator. A back-pressure regulator maintains a uniform temperature on the refrigerant during freezing and a suction shut off valve allows the presure on the refrigerant to build up which gives a corresponding higher temperature during the whipping and off cycle. The thermo expansion type of control is also used. Its operation depends on the temperature of the refrigerant gasses leaving the freezer as well as a shut-off type of valve on the liquid refrigerant.

The same principals of operation apply to all types of batch freezers: 1) measuring the proper amount of mix into the cylinder depending on the over-run required, 2) start the dasher, 3) turn on the refrigerant (if a full flooded machine is used the liquid should be turned on earlier), 4) freeze until the desired firmness is obtained, 5) turn off the refrigerant and whip until desired over-run is obtained, 6) draw off the ice cream as rapidly as possible to obtain a constant over-run. For more specific and detailed information on the operation of the freezer the manufacturer's manual should be followed. If the instruction book has been lost, new ones can generally be supplied by the manufacturer.

The maintenance of batch freezers takes so little time and effort that it is seriously neglected in most plants. The proper training of the operator or maintenance man on a few basic requirements can make the difference between a successful operation or a failure.

Inspect Blades Frequently

The scraper blades must continuously remove the frozen ice cream mix from the cylinder wall to produce rapid heat transfer. Rapid freezing is necessary to produce a fine ice crystal and properly incorporate the air. If an ice film is allowed to build up in the wall of the freezing cylinder, coarse ice crystals will form resulting in a coarse finished product. The blades should be frequently inspected for wear and straightness. A worn blade can be readily recognized as one which has a wide contact edge, normally more than the thickness of a nickel in width. This should be partially removed with a file, being careful to file flat instead of with a rocking motion. Be sure to leave the original contact edge. When blades are properly sharpened they will be quite sharp without any burrs or wire edges. Blades can be checked for straightness using any known straight surface and should be straightened if they have become bent due to careless handling of the dasher. If the freezer blades wear unevenly from end to end, the dasher frame should be checked for alignment and corrected if necessary.

Direct expansion freezers frequently are operated long periods of time without removing the accumulated oil from the machine. This slows down the freezing process and results in a poor operation. Oil should be removed as frequently as necessary, normally more than one-half a pint is considered excessive.

The refrigeration system in the plant must be maintained to insure an adequate supply of liquid refrigerants at all times with sufficient compressor capacity to maintain the proper freezing temperature.

Each make of freezer has its own requirements for lubrication which should be adhered to. The manufacturer's directions for operation and maintenance should be readily available to the operator so that he can consult them when problems arise.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers.

The Readers Ask:

TECHNICAL PROBLEMS

By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

7% Ice Milk Mix?

Will you kindly send us any good formula for 7% ice milk mix.

So far we have been unable to get a good formula that will stand up and still be smooth and creamy.

Answer

You did not tell me what materials you have on hand for making a 7% ice milk. I suggest the following formulas: 7% fat; at least 13% serum solids; 15% sugar (from the sweetness standpoint—but this could be made up of 12 % cane and 5% corn syrup solids; this will give you 15% sweetness. The corn syrup solids would give you a better bodied ice cream).

The amount of stabilizer to use depends on the stabilizer you have been using. If you want a smoother product, step up the stabilizer a small amount. I do not know what you are using.

Also, I suggest that you use an emulsifying agent to get a good dry product, as I assume this is a soft frozen dessert that you are selling.

Figuring Costs?

I would like you to check my method of figuring the cost of fruits and flavors in ice cream. Say, for example, we wish to make strawberry and to 10 gallons of mix, we add 6 ounces of flavor at $12 per gallon and 13 pounds berries and juice at $.235 per pound. I would figure in the following manner.

Ingredient	*Weight*	*Cost*
10 gal mix.	90	—
6 oz. flavor	—	.562c
13# berries	13	3.055
	103	$3.617

Now we have 103# of mix, berries and juice to be frozen into ice cream. At 100% overrun, a gal. weighs 4.5 pounds so 103 divided by 4.5 equals 22.9 gallons of finished ice cream. The cost of flavoring this ice cream was $3.617 and dividing this cost by the number of gallons gives a cost of $.58 per gallon.

I would appreciate your comments on this method of figuring flavor costs and your suggestions, if any.

Answer

In going over your figures, I check with you on the way you have made your calculations and find nothing particularly wrong with these figures. Of course, you are figuring a gallon of mix to weigh exactly nine pounds and that you are getting 100% overrun with a gallon weighing four and one-half pounds. Have you weighed the gallon of mix and the gallon of ice cream to see that these figures are accurate?

You have not included the six ounces in your weight of total mix and flavor, but this would not make any big difference. Your total weight would be 103.38 lbs. approximately instead of just 103. But your method in general is satisfactory.

Vexing Problems?

Please answer the following questions:

#1—Would you consider a mix, still sweet in flavor, but having a titratable acidity of .43 usable? What effect would it have on overrun? On body and texture, and operation at the freezer?

#2—Can plain condensed skim 30% concentrate be frozen? If so, how long? What type of container? If used after storage in mix, how would existing formulas be changed, more stabilizer or less? More emulsifiers or less? Would its use take from high quality ice cream? What percentage would you suggest using in any one batch? Would this

amount assure one of no off-flavored finished ice cream, regardless of flavor made?

#3—In using frozen cream, what percentage do you recommend per batch? What increases or decreases in stabilizer and emulsifier? Could quality mix and therefore high class ice cream be made from a 100% frozen cream formula? What is very safest figure on frozen cream so that flavor and freezing qualities will not be impaired? 25% to high?

#4—Will frozen cream be damaged if kept in a hardening room carrying 5° to 9° during the day? At no time during the day is this hardening room entered except to read temperatures. Will it affect keeping qualities, and subsequently the mix made from it? The outside of the tins shows a frosty pattern from the night rises in temperature; during the day at the colder temperature the tins are clear and clean. Does this mean a change will make any particular difference to the cream?

Answer

I will answer your questions in the order in which they were listed.

***No. 1*—I do not see how an ice cream mix having a titratable acidity of .43 would be sweet in flavor unless the serum solids were exceptionally high. Since I have not used any mixes having that much acidity, I cannot tell what the effect would be on overrun, body, texture, or operation of the freezer. I would consider the acidity far too high, but as I say, this depends on the serum solids content, of the mix. A serum solid content of 12%, which is quite high, would have a titratable acidity of about .23% unless there was some developed acid.**

Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 36, N. Y.

***No. 2*—Plain condensed skimmilk of 30% concentration can be frozen and can be stored for a long period of time providing it is of excellent quality to begin with. Also, in pre-heating this milk before condensing, you should not use a temperature exceeding 165 degrees F. We have stored condensed milk in the frozen state for as long as nine months with good results, but the product was good to begin with and was not pre-heated any higher than I mentioned. This condensed milk should be stored at a temperature of at least -10 degrees F. and kept at that temperature until used. We have used frozen condensed milk to supply all the extra serum solids with no off-flavor, but the quality was excellent all the way through.**

***No. 3*—Frozen cream can also be used to supply all of the fat, providing, of course, that the frozen cream is put up properly. Frozen cream must come from very fresh milk, separated, pasteurized at a temperature of about 170 to 175 degrees F. for ten minutes, cooled, and stored in new tinned containers and then frozen. This must be kept in a frozen state preferably at a temperature of -10 degrees F. until used. No copper should have come in contact with this milk or cream at any time. We have used this to supply 100% of our fat with good success, even after many months of storage.**

***No. 4*—I do not believe 5 to 9 degrees F. during the day is a low enough temperature for holding frozen cream. It should be below zero at all times. If the outsides of the cans have a frosty pattern, then the temperature is too high.**

Making Coated Bars?

We are writing you at the suggestion of Ice Cream Field and will appreciate it if you can give us any information regarding formulas for ice cream bars which may be covered with chocolate or other covering.

Answer

A good vanilla mix for ice cream bars would test around 10% fat, 12% serum solids, 15% sugar, and approximately 3% stabilizer depending upon the stabilizer that you are using. I am listing below a formula which will give approximately this composition, using the materials which you have on hand:

Ice Cream Coated Bar	
0.30%	Stabilizer
11.25%	45% Cream
64.75%	3½% Milk
8.70%	Whole Milk Powder
15.00%	Sugar
100.00%	

Overrun Problem?

I am writing for information on ice cream mix. I am using the following formula but it does not seem to get the

right amount of overrun and it does not seem to whip up the way it should.

15 gal. of 40% cream
28 gal. of 4% milk
10 gal. sweet & Condensed-28% serum solids
29 lbs sugar
1-½ lbs. stabilizer
1 lb. emulsifier

I would appreciate it if you would tell me my trouble and if possible mail me a good formula and the measurement in gallons or pounds.

Answer

The composition of your mix, as I figure it, is as follows:

Fat	11.7%
S. S.	11.5%
Sugar	14.5%
Stabilizer	00.295%
Emulsifier	00.197%
	38.192%

There is nothing particularly wrong with this mix although it probably could have a little more sugar, at least 15 to 15½%.

You have almost .2% emulsifier present and this should make the ice cream whip very readily.

I do not think the trouble lies in your mix, but probably in your freezing conditions because with this balanced mix such as you have, you should be able to get any amount of overrun that you desire.

I would look to the freezer to make sure the blades are sharp, plenty of refrigeration is available, the temperature is low, and that your homogenization is proper.

Going Into Business?

We are just going into the ice cream business and would like to make a very good ice cream. We have an ample supply of 40% heavy cream, milk, and eggs. Would you be good enough to send me one or two formulas on how to blend in these ingredients along with whatever you think is necessary to produce a rich ice cream. We have a homogenizer.

Answer

I have just figured a mix formula for you in which you may make use of your own fresh cream, milk, and eggs. The eggs should be broken and beat up with a beater, then put into the ice cream mix just at the time of mixing and before.

I would heat this mix to about 150 deg. and homogenize it with a pressure of about 1500 to 1800 lbs. on the first valve and 300 or 400 lbs. on the second valve. This should be a 14% fat mix, and I believe would be very satisfactory from all standpoints.

I do not know the stabilizer you have available, and I have listed only .3%. Find out from the company supplying the stabilizer just how much you should use in a 14% butterfat ice cream mix. This mix is figured out on the basis of a ten-gallon can.

40% cream	29.71	Lbs.
4% milk	23.82	"
Cond. Skim	21.16	"
Sugar	13.80	"
Stabilizer	.276	"
Egg	3.25	"
	92.016	"

New Products

HERMAN CATALOG 1

The Herman Body Company announces the publication of a catalog of refrigerated bodies for 1953.

The catalog is a twenty-page publication illustrating insulated and refrigerated bodies for the delivery of milk, ice cream, meat and other perishable foods. The bodies shown in this catalog represent only a portion of the Herman line.

Bodies covered in this new publication include refrigerated retail delivery, refrigerated wholesale delivery, and ice cream delivery bodies.

Copies of the new Herman catalog may be obtained at no obligation from the Herman Body Company.

FREEZER BULLETIN 2

A twelve-page, two-color bulletin on the new "Admiral" Vogt continuous ice cream freezer has been released by Cherry-Burrell Corporation. Freezers described have capacities that range from a minimum of forty to a maximum of 300 gallons of ice cream per hour at 100% overrun. They feature a removable freezing tube which facilitates cleaning of the refrigerant surface so that maximum freezing efficiency is maintained.

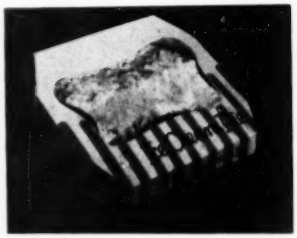
The bulletin is well illustrated, has a full-page drawing showing how the freezing system operates, and features important freezer components. Bulletin No. G-471 can be obtained by writing to Cherry-Burrell Corporation.

FRICK BROCHURE 3

By way of observing the company's 100th year of business activity, the Frick Company has issued a forty-six-page booklet in which the history of the concern's development is described. This brochure is heavily illustrated and depicts the numerous engineering equipment and services provided by the company. Copies are available on request.

MARATHON PACKAGES 4

Latest addition to Marathon Corporation's line of packages for the ice cream manufacturers is an octagonal ice cream pie carton.



Manufactured of Marathon's Q-board, the new carton has a novel corner construction which gives it considerable vertical strength and also provides more protection for the pie plate, which is supported at eight points.

The carton is available either with or without a cellophane window and may be specially printed in the ice cream manufacturer's own design. The stock printed carton has a modern design and cellophane window.

Marathon's "Home Packit," long used for ice cream, is also an ideal container for sherbet, Foremost Dairies has discovered. The first Marathon customer to use the ½-gallon "Home Packit" for sherbet, Foremost has had the carton specially printed for that purpose.

The dairy claims that the principal advantage of the carton is the fact that it is dripless, or leak-proof. It is constructed in one piece, using protective, specially treated paperboard, and locks quickly and easily. The fact that the carton is already set up for filling and does not need to be set up is cited as an advantage in the production line.

Foremost also points out that the package is ideal for the home freezer, since it can be reclosed neatly and stored again after some of the contents have been removed.

DUNHILL BOBTAIL 5

A completely redesigned bobtail, seven feet long, equipped with many new features for stepped-up efficiency,

INFORMATION PLEASE

Your Firm Name .....

.....

Address .....

.....

Your Name .....

Your Title .....

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 36, N. Y.

I would like to know more about the following New Products mentioned in the December issue.

(Print Identifying Numbers)

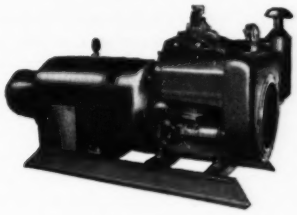
☐ ☐ ☐ ☐ ☐ ☐

is the product of the Dunhill Soda Fountain Corporation. The body is constructed of sixteen gauge zinc coated steel with all sides and bottom heavily reinforced with steel structural members. Front facing is stainless steel. Complete interior and exterior back, ends and bottom panels are sprayed with a thick coating of synthetic aluminum to assure trouble-free service, according to the manufacturer.

All joints are electric welded to assure water-tight seals. Corners are rounded to simplify cleaning. Bottle storage and syrup compartments are individually refrigerated with dry, direct expansion systems with coils completely concealed behind lining. Temperatures are controlled by suction pressure regulating valves.

The unit is supplied complete with all modern appointments. Dimensions are 31" deep, 40¾" high. Working height is 32".

ELECTRIC PLANT 6

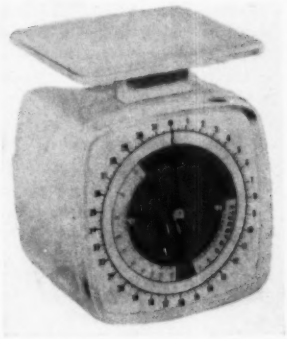


A new electric generating plant, engineered primarily for emergency stand-by service, is announced by the Universal Motor Company. This new model has a 10 KW capacity suiting it for a wide range of applications. It is available with electric starting or can be supplied with controls which automatically start the plant the instant regular power fails.

An important feature of this model is its four cylinder air cooled gasoline engine. The modern design of the plant, with its close coupled engine and generator, makes it an extremely compact unit.

This new plant can be furnished for single phase or three phase service, at either standard or special voltages. Complete information and specifications may be had by writing the Universal Motor Company. Ask for bulletin DHE-1.

OVERRUN SCALE 7



A new, compact ice cream overrun scale is currently being marketed by the Pelouze Manufacturing Company. The new scale was designed by Palma-Knapp and Associates, industrial designers, who were responsible for the design of the Pelouze "1-5" overrun scale. Bruce Adams, President of the company, reports that the new scale will be designated as the Z-2 ("Z"-Line), replacing the "0-2" model and supplementing the present "1-5" five-pound capacity models with a two-pound capacity scale of modern design.

The new Z-2 takes up approximately 1/3 less space than the older model. The scale has quarter-ounce accuracy and two-pound capacity. The dial is graduated by ¼ ounces, and also reads directly in percentage of overrun for both pints and quarts. Graduations on the dial are widely-spaced and easy-to-read. A wide post supports the platform without side-to-side sway. Dimensions of the scale are 4½" wide by 4" by 5½" high. Further information about the new Z-2 ice cream overrun scale may be obtained by writing Pelouze Manufacturing Company.

IAICM BOOKLET 8

"The answer to the dearth of trained personnel for the ice cream industry is for all of us to make a concerted effort to attract them to seek careers in dairying," said Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, as it launced a campaign to secure wide distribution in the schools and youth groups of the eye-catching brochure, "Your Future Awaits."

The colorful booklet with illustrations was prepared jointly by the International's Public Relations Program and the Research Fellowship Sub-Committee of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

The fourteen page publication was prepared with the National Dairy Council staff members acting as educational advisors. It is available from the International for mass distribution by state and regional associations and by individual ice cream manufacturers.

Ice cream manufacturers can conduct a program of recruiting to assure that their employees of tomorrow start now to plan for their careers.

"JET FLOW" SINK 9

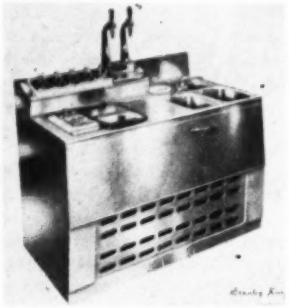
The "Jet Flow" sink, the Liquid Carbonic Corporation's new sanitation-plus fountain sink, feeds water to any one of three basins by means of a short, "soft flow" faucet.

"Jet Flow" basins are one piece, deep drawn, stainless steel. There are no seams or crevices to catch scum and grime because the front facing, top capping and rear splash are one integral unit formed from a single piece of heavy stainless steel.

The sink also features Liquid's new removable grid drainer. It assures positive draining and eliminates contamination of glassware and dishes from pools of standing water. The grid drainer is removable for ease in cleaning.

The new extra large refuse container, which is suspended from the top of the sink, eliminates the falling of refuse to the floor. A shield restricts the view of refuse from the customer, the manufacturer points out.

NEW BOBTAIL 10



Stanley Knight Corporation announces production of a new 4'6" bobtail designed for small fountain operations, or as a plus business builder for other food operations.

This unit offers complete fountain service in a minimum amount of space. It has three sinks, running water dipper well, five syrup pumps, three crushed fruit jars, draft station with plain water and soda water, large bottle storage, and sliding crushed ice pan. The stainless steel panel conceals self-contained compressor and optional carbonator. Other optional extras are simplified plumbing and five year warranty on compressor.

McHALE UNITS 11

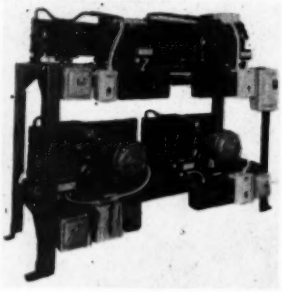
McHale Manufacturing Company currently is featuring two types of stainless steel dairy and creamery equipment—the McHale 200-gallon compact instant-cooling farm tank and the McHale 1,000-gallon rectangular holding tank.

The McHale rectangular tank was engineered by McHale from maximum stability and capacity in minimum working space. It can accommodate 11,500 gallons in 220 square feet of floor space. This tank is designed to be banded together in units of two or more. Other features of the McHale rectangular tank are the large radius corners and flat-pitched bottom for simplified inside cleaning. It is available with front or top agitation and manhole opening.

Primary feature of the McHale compact farm tank is its ability to accommodate every-other-day pickup of milk at the farm with savings in hauling, and can labor expense.

Refrigeration is supplied by a self-contained ice builder and offers a high cooling rate due to increased efficiency of a flooded water high velocity contact. Sizes larger than 200-gallon are available with separate "Turbo-Flo" ice builders.

CONDENSING UNIT 12



Hussmann Refrigeration, with a half-century of experience in the building of equipment for the preservation of foods, has recently introduced a new multiple condensing unit assembly. This new assembly is designed to save floor space and cut down installation costs.

Each assembly is custom built for the individual installation. It is shipped completely assembled with all necessary controls mounted and prewired.

REFRIGERATION UNIT 13

Door to door delivery of refrigerated foods and dairy products is growing rapidly. In Iowa, farm as well as city dwellers are being serviced with frozen foods, ice cream, and other dairy products. A large Milwaukee distributor is rapidly expanding door to door deliveries of frozen foods and dairy products as well as groceries to that city and surrounding areas.

This company is now testing a two-temperature cabinet which slides into a one unit or panel delivery truck body. Convenience of accessibility from both ends of the cabinet and light weight without sacrificing durability are salient features of the design of such cabinets.

Meade Robertson, long active in the field of refrigeration, has designed a cabinet now being used in this service. He points out that his cabinets can be slipped into almost any panel delivery body and can be readily removed, making it a flexible piece of equipment.

Mr. Robertson is presently serving as a refrigeration engineer for the Stoughton Cab and Body Company.

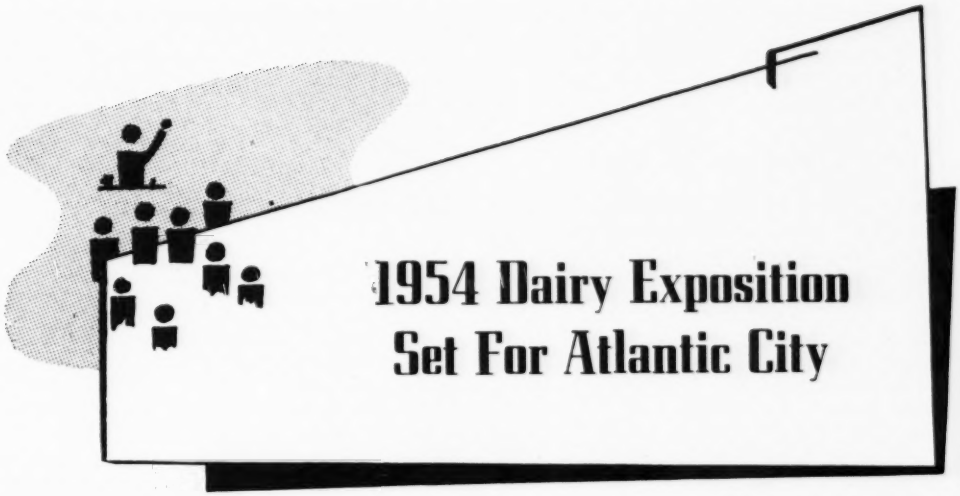
CLEANING MANUAL 14

A copyrighted instruction manual, "In-Place Cleaning Procedures With Recirculation Methods" has recently been published by Klenzade Products, Inc. The booklet covers engineering considerations and cleaning and sanitizing techniques for various operations such as cold raw milk processing equipment, cold pasteurized milk processing equipment, high temperature milk processing equipment, high temperature short time pasteurizing systems, and process milk equipment consisting of evaporators and vacuum pans, etc. Complete step by step instructions are included for routine cleaning procedures. Copies of the manual may be had without charge by writing to the company's home office.

SELLING BOOK 15

Fred DeArmond is the author of a new book called "Selling Sense for the Route Salesman" which contains suggestions designed to aid sales personnel produce greater volume from any territory.

The book is directed at the individual salesman, but sales managers and other supervisors will find it helpful also, the publishers state. Inquiries should be directed to this magazine.



1954 Dairy Exposition Set For Atlantic City

THE Nineteenth Dairy Industries Exposition will be held in Atlantic City, New Jersey in 1954, according to an announcement by the Board of Directors of Dairy Industries Supply Association, sponsor of the Show.

Here is the text of a mid-November communication from DISA's Board to its membership:

"Your Board of Directors, to avoid losing a protection on dates there, has selected Atlantic City for a 1954 Dairy Industries Exposition within the month of October.

"For some four years, DISA has attempted to reserve acceptable 1954 dates in Chicago, so that there might be a choice to be presented to the membership between the two locations.

"Chicago's hotels have failed to clear a week in that year, and Atlantic City, under pressure from other groups for its facilities, has been unable to continue longer a reservation of dates without definite DISA action.

"There will be no hasty working out of details."

DISA also has announced that its annual meeting in 1953 will be held at the Commodore Hotel, New York City, on March 5 and 6. Members of the committee planning the event include Norman Myrick, Urner-Barry Company (Chairman); R. D. Britton, Wisner Manufacturing Corporation; John C. Davis, American Seal-Kap Corporation; R. O. Davison, Kelco Company; and F. K. Doscher, Lily-Tulip Cup Corporation.

ADA Votes Advertising Program

New advertising stressing both economic and appetite appetite appeals of dairy foods will spearhead the dairy industry's sales action for 1953. This was the program adopted November 7 by the American Dairy Association.

The Executive Committee of the association, which conducts nationwide advertising, merchandising and research for the industry and its products, climaxed its two-day meeting at the Morrison Hotel, Chicago, by setting up activities representing two million dollars worth of sales expansion and research projects.

Research will center on the development of new products. Included among the research projects, however, are two seeking to find new, quick tests to determine butterfat content in products where it may be mixed with other fats and oils.

The advertising program, adopted for a twelve month period, will be highlighted by a series of merchandising events for specific products. These events will be concerted drives for sales such as have been conducted in the past in the October Cheese Festival, the Cherry Vanilla Ice Cream Drive in February and others.

In these drives, the American Dairy Association will use newspapers and magazine advertising as a spearhead, while rallying efforts of industry firms and related food groups.

Penn State Confab To Hear Grant

Howard B. Grant, Publisher of ICE CREAM FIELD, will be a guest speaker at the 1953 Pennsylvania State College Ice Cream Conference, to be held at the Nittany Lion Inn on January 23. His topic will be "How Sacred Is Our Cow."

Other scheduled speakers include Harold S. Leach of the Robert T. Smith Dairy Laboratory, Scranton; Dr. C. W. Pierce, Pennsylvania State College Department of Agricultural Economics; J. Hoffman Erb of the Borden Company's Midwest Division; Robert C. Hibben of the International Association of Ice Cream Manufacturers; Vernon F. Hovey, Jr. of General Ice Cream Corporation, Schenectady, New York; and Michael Bachman of Blue Ribbon Ice Cream, Brooklyn, New York.

The annual Serum Solids banquet will be held at the

Nittany Lion Inn at 6:30 P.M. the same evening. Ed. McCormack of the S. H. Mahoney Extract Company, Chicago, will be toastmaster. The banquet speaker will be Professor James F. Keim of the Agricultural Extension Division of Pennsylvania State College.

Truck Executives To Meet

T. A. Dreschel, President of the National Council of Private Motor Truck Owners, has announced that the organization's fourteenth annual meeting will be held on January 22-23, 1953 at the Statler Hotel in Detroit, Michigan.

Program arrangements are under the chairmanship of O. A. Breuer of Swift & Company, Chicago, and the following program committee members: E. T. Herbig, GMC Truck & Coach Division, Pontiac; A. H. Kreuder, Wilson and Company, Chicago; H. J. Carroll, Goodyear Tire and Rubber Company, Akron; R. B. Rodgers, Standard Oil Company of Indiana, Chicago; J. N. Bauman, White Motor Company, Cleveland; L. R. Hunter, Socony-Vacuum Oil Company, Detroit; James H. Barnes, Timken-Detroit Axel Company, Detroit; A. L. Rich, Fruehauf Trailer Company, Detroit; E. C. Miller, Mueller Brass Company, Port Huron; William Henry, Sutherland Paper Company, Kalamazoo; aand I. M. Olsen, Industrial Metal Abrasives Company, Jackson.

300 Attend Pittsburgh Outing

The Dairy Mixers of Pittsburgh held their annual Fall Outing October 16 at the South Hills Country Club, Brentwood, Pennsylvania. More than 300 persons attended, with sixty-eight participating in various golf events.

Dinner and professional entertainment were highlights of the affair. Fifteen door prizes and eight golf prizes were awarded.

Special guests were L. G. Galliker, President of the Association of Ice Cream Manufacturers of Pennsylvania, New

PITTSBURGH DAIRY Mixers outing attracted large attendance. Pictured there were, left to right:

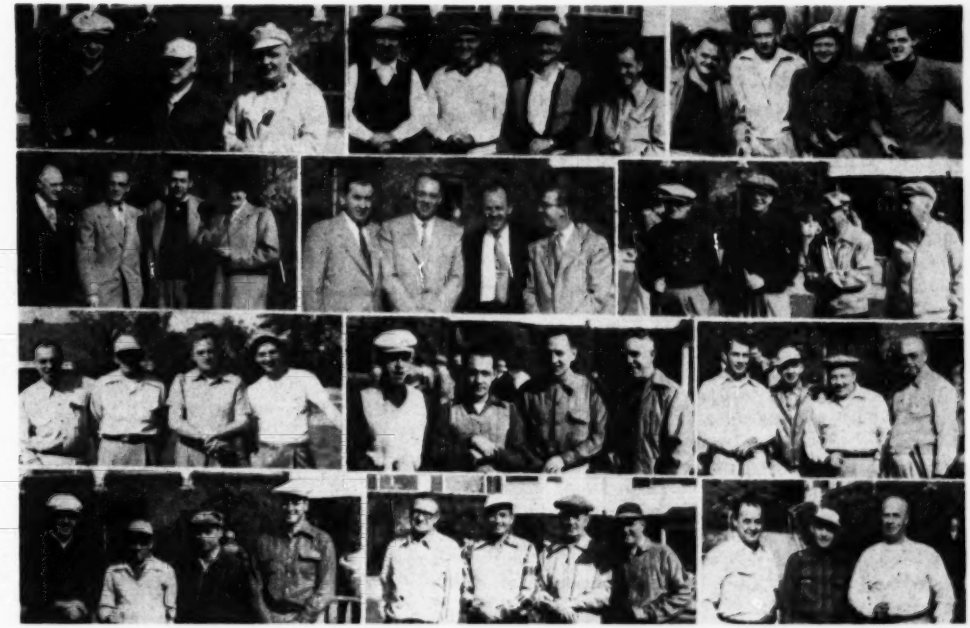
1st ROW: Chick Rees of William Penn Ice Cream, Jack Kutzner of Foremost; Vern Pettibon, Gene Sutherland and Bud Pettibon; Jim Ebbets, Phil Thens and John Barkley of Meyer & Power Ice Cream; Jack Hutchinson, Lou Galliker and John Caneols.

2nd ROW: Dan Mangon, Paul Musser, Doc Dayton and Charles Zupka of Sealtest; John Connolly of Nestles and Lou Galliker of Galliker Dairy; Stumpy and John Eiferd of Golden Star Dairy; Don Trout of Bordens and Ed Hibbetts.

3rd ROW: Bob Keene of Joe Lowe, Ben Heisel of Foremost, and Alex Griest of Jones & Griest; John Sloane, of Bordens, Walter Sloane, and Jim Becker of Bordens; Earl Thomas, Ray Dolish of I. N. Hagan Ice Cream, J. E. Abbey of Keystone Cone Company.

4th ROW: Arnold Coney of Imperial and Buck Rogers of Keystone Cone Company; E. Lenthal and Bob Peel of Bordens; Tom McMillan of Kelvinator and Don Noble of Bordens; Bob Keene of Joe Lowe and Bill Fahnestock of Meadow Gold.

5th ROW: Percy Storr of Food Materials, J. E. Abbe of Keystone Cone Company; A. Lucas of Isaly's, Earl Thomas, and Buck Rogers of Keystone Cone Company; Bob Morgart of Johnstown Sanitary Dairy and Brook Churchfield of Johnson Chocolate; Scott Lowery of Interstate Creamery, Ted Jamison, of Jamison Ice Cream and John Connolly of Nestles; Bill Clark of North Pole, Ralph Lindsey of Krim-Ko and Bill Huckestein of North Pole.



SEEN AT the fall outing of the Pittsburgh Dairy Mixers were, left to right:
1st ROW: J. Smith, H. Oatis, Art Weiskircher, Ohio Valley Dairy; Barr Cannon of the Schnabel Company, W. McTighe, Charles Puder and Lewis Geib; George Howland, Jim Moron, Pat Scherman and Bob Claxton.

2nd ROW: Tom McMillan, Howard Strayer, Al Parks, Elmer Smith; John Murray, Claude Hutchinson, Bob Fell, Ernie Lenthal.

3rd ROW: Bud Peddibon, Roy Sutherland, Verne Peddibon, Gene Sutherland; Jack Martin, Owen Cleary, Ray Hanna, Bil Fisher; Bob Richards of Krim-Ko, Ned Caldwell and Ed Weigold of Cherry-Burrell and Karl Nauert of Midwest Cap.

4th ROW: T. Gilchrist, H. Fuchs, J. Turner, D. Rumberger; John Farley, W. A. Craumer, D. McKnight, Bill Blackham; Sam Cross of Belter Dairies, R. Dinger and D. Best.

Jersey and Delaware; and A. J. Lucas, President of the Greater Pittsburgh Milk Dealers Association.

Howard Strayer of Limpert Bros. was Chairman of the Entertainment Committee. The photos appearing on Pages 82 and 83 were taken by Robert W. Fell of the Nash Kelvinator Corporation.

Booster Group Elects Noon

Charles A. Noon of the Robert A. Johnston Company has been elected President of the Dairy Boosters organization affiliated with the Dairy Technology Society of Maryland and District of Columbia. Carroll D. Biddison of H. Kohnstamm and Company is the new Vice President and George L. Bodie of B. J. Howard Company is Secretary-Treasurer.

New Yorkers To Install Officers

New officers of the Ice Cream Supply Men's Club of Metropolitan New York will be installed at a party on January 13 at the Warwick Hotel in New York City. They include President-elect Alex M. Brown of the Cherry-Burrell Corporation; John B. Goldhamer, Frigidaire Sales Corporation, First Vice President; Ben Libowitz, American Breddo Corporation, Second Vice President; Walter W. Gunther, C. J. Van Houten and Zoon, Executive Secretary; Daniel Hoffert, Frigid Food Products, Recording Secretary; and William Rabin, Empire Biscuit Company, Treasurer.

Iowans Re-elect Johnson

THE forty-third annual convention of the Iowa Ice Cream Manufacturers was well attended by active members and supplymen from the midwestern area. Meeting jointly with the Iowa Milk Dealers Association, the business and social gatherings were held from October 29 to 31 at the Hotel Fort Des Moines, Des Moines, Iowa.,

All officers were re-elected by the ice cream manufacturers. Clyde Johnson of Beatrice Foods Company, Des Moines, again is President. Re-elected Vice President was Elmer Lange of Sac City Creamery, Sac City, Iowa. Treasurer is Don Stedwell of Furnas Ice Cream Company, Des Moines, and executive Secretary is John H. Brockway of Des Moines.

The associate members also held their annual elections. The supplymen's organization known as the Poodle Dogs elected as President Oscar Valentine of Beck Vanilla; Vice

President, Hal Plate of Robert A. Johnston Company; Treasurer, Ben Wood of Warner-Jenkinson Company, and Secretary, Wayne Flickinger of Cherry-Burrell Company.

The joint session of the two associations on October 30 attracted more than 250 persons. The opening reports on surveys made in Iowa drug and grocery stores were given by Del Brunner of the Iowa Pharmaceutical Association and by Don Fisher of the Iowa Retail Grocers Association.

Headline topic of the morning was a talk given by Howard Grant, Publisher of ICE CREAM FIELD, on "How Sacred Is Our Cow." Mr. Grant went straight to the core of the problem confronting the milk and ice cream people. He pointed out that so-called state legal barriers were the weakest form of defense. He bluntly predicted that within five years vegetable or animal fats would be in use legally or otherwise in every state in the nation. His talk, illustrating both sides of this turbulent question, was well received, and served to clarify much of the mystery on the subject. (It will be reprinted in full in the January issue of ICE CREAM FIELD.) Mr. Grant received a special award from the association in the form of a membership certificate for an unusual dairy organization. See cut at top of inside column.

Headliner of the afternoon session was Robert North of the International Association of Ice Cream Manufacturers. Mr. North gave a timely analysis of happenings around the country affecting the ice cream industry. He reported on progress with federal standards and the educational job being done by the association. His talk was followed by another fine discussion on association work given by Richard Werner of the Milk Industry Foundation, Washington, D. C.

The joint session was closed with a milk and ice cream clinic conducted by the Dairy Industry Department of Iowa State College. Of interest was the fact that among the samples there was one using vegetable fat which could not be recognized by the "experts."

Opening the ice cream session on October 31 was a fine talk by Lloyd Geil of the National Dairy Council of Chicago. He emphasized the work being done through films and leaflets to show the place of milk products in diet or weight reduction. He read comments from doctors, dentists and others who receive promotional material from the council.

A reputation has been gained by the ice cream manufacturers from Iowa for their well staged ice cream cost panel forums. This year a superb job was done by Irving Weber of Sidwell's Ice Cream Company as moderator in the "Information Please" forum. Aiding him on the panel were Charles McConnell of Beatrice Foods, Des Moines; J. Axel Johnson of Borden Company, Cedar Rapids; Al Loomis of Fort Dodge Creamery Company, Fort Dodge; and Roy Wells of Blue Bunny Ice Cream Company, Sioux City. (The figures compiled by the various members are considered so close to national averages that ICE CREAM FIELD is printing in full this cost panel report. It will be found elsewhere in this issue of ICE CREAM FIELD.)

The afternoon and closing sessions were highlighted by talks given by Dr. A. A. Smith of Dallas, Texas on, "Are We Depression Proof" and a talk by Mark Love on "The Romance Of Uncle Sam." The fellowship hour and annual banquet brought to a successful close another fine meeting with the membership applauding capable secretary John Brockway for a smoothly conducted convention.

Southerners Elect Mitchell

CLOSE to 1000 persons attended the thirty-eighth annual convention of the Southern Association of Ice Cream Manufacturers, held November 11 to 13 at the Jung Hotel in New Orleans, Louisiana.

Members elected E. D. Mitchell, Biltmore Dairies, Asheville, North Carolina, as President. He succeeds Thomas B. Mayfield of Mayfield's Creamery, Athens, Tennessee. Howard C. Williams of Denton Manufacturing Company of Cleveland, Mississippi, was elected Vice President. David P. Adams of Nashville, Tennessee, continues as Secretary-Treasurer.

The Dixie Flyers Association convened and elected John Lowry of Savage Arms Corporation's Atlanta branch as President. Other new officers of this group include Russell Cook of Ambrosia Chocolate Company; Cy Tygert of Lily-Tulip Cup Corporatiton; and Syd Lenfestey of the Lenfestey Supply Company, Tampa, Florida.

Preoccupation with the vegetable fat situation marked the 1952 convention. Two resolutions were adopted in support of the integrity of ice cream as a product and the establishment of proper legal safeguards for the sale of frozen products made with vegetable fats. The stand taken by the Southern Association coincides with that of the International Association of Ice Cream Manufacturers. A key convention address on this subject was given by Robert C. Hibben, Executive Secretary of the International.

Another significant development was the disclosure that the shortage of nickel steel, essential in the manufacture of dairy equipment, probably would continue for some time. This prediction was made in a convention talk by Earle L. Slayton, director of the Industrial Equipment Division of the National Production Authority, Washington, D. C. Mr. Slayton is on leave of absence from his public relations post with the Cherry-Burrell Corporation, Chicago.

Other highlights of the convention were a panel discussion of problems confronting ice cream manufacturers, including such topics as the vegetable fat situation, television advertising and pension plans; an ice cream clinic under the supervision of Dr. F. H. Herzer, head of the Mississippi State College Dairy Department; and talks by Dr. A. J. Gelli of Louisiana State University ("Serum Solids"), Dr. H. B. Henderson of the University of Georgia ("Vanilla-Sweetener Relationship In Ice Cream"), and Dr. W. H. E. Reid of the University of Missouri ("Acidity And Standardization").

Convention-goers included trade leaders from sixteen states, according to Mr. Adams.

Kansans To Hear R. C. Hibben

Among the speakers scheduled to appear at the 1952 convention of the Kansas Ice Cream and Milk Institute are Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers; Harvey H. Robbins, Secretary of the Paraffined Carton Research Council; E. B. Kellogg of the Milk Industry Foundation; and others. The convention will be held December 11 to 13 at the Hotel Lassen, Wichita.

Illinois Association To Convene

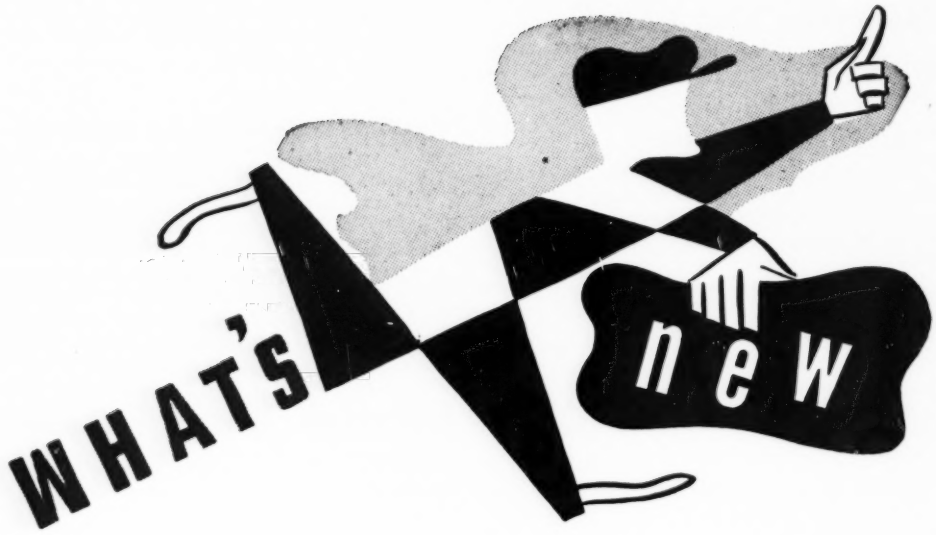
John Brandt, President of Land O'Lakes Creamery, St. Paul, Minnesota, will be one of the featured speakers during the 1952 convention of the Illinois Dairy Products Association, to be held December 15 to 17 at the Morrison Hotel, Chicago.

Others scheduled speakers include Walter Hunnicutt of National Dairy Products Corporation, Dr. E. L. Holmes of the American Sanitation Institute, Hugh L. Rusch of the Opinion Research Corporation, and Dr. Clark G. Kuebler, President of Ripon College, Ripon, Wisconsin.

Philadelphia Mixers Plan Outing

Duane Poulterer, Chairman of the Philadelphia Dairy Mixers' Outing Committee, has announced that the group's annual outing will be held June 19, 1953 at the Aronimink Golf Club, Newtown Square, Pennsylvania. Mr. Poulterer is with the Germantown Manufacturing Company of Philadelphia.

Ex-Presidents' Night will be held February 2. This will be entirely a social affair, Frank Black, Chairman of the Committee, has announced.



people

ADA NAMES LESTER WILL

Appointment of Lester Will, Chicago advertising executive, as manager of the American Dairy Association was announced last month by C. R. Schoby, Algona, Iowa, President.

The appointment will take effect on January 1. Announcement of the choice follows a report to the ADA Board of Directors and state managers.

Mr. Will simultaneously announced that he is severing his connections with Campbell-Mithun, Inc., the ADA advertising agency, resigning as a Vice President and account executive.

A graduate of the University of Minnesota, Mr. Will was city editor of the *Minneapolis Journal* before joining Campbell-Mithun thirteen years ago. He has been associated with the dairy group through the agency for the past ten years.

Mr. Will, a resident of Evanston, Illinois, will maintain his offices in Chicago, where ADA functions as the national industry-wide organization for advertising, merchandising and research in dairying. The group is financed by dairy farmers.

CONTINENTAL CAN PROMOTES THREE

E. R. Van Meter, Vice President of Continental Can Company's Paper Container Division, announces three promotions:

John Jennings has been named assistant to the Vice President. Mr. Jennings joined Continental in 1946 as district sales manager in Atlanta and later came to Newark as products sales manager. Prior to his present assignment, he was manager of manufacturing for the Paper Container Division.

J. H. Taylor becomes manager of manufacturing for the Paper Container Division. Joining the company as an industrial engineer in 1947, Mr. Taylor was manager of Continental's Los Angeles paper container plant and later manager of the Newark plant.

George Johnston has been appointed manager of the Newark plant. Mr. Johnston came to Continental in August, 1952, on special assignment.

CREAMERY PACKAGE NAMES ANDERSON

D. L. ANDERSON

The promotion of D. L. Anderson to Manager of the Minneapolis branch of the Creamery Package Manufacturing Company was recently announced by James L. Brazee, Director of Sales. He will relieve E. J. Fahey who will continue, however, to serve in an advisory capacity.

Mr. Anderson first joined Creamery Package in 1937 as a salesman for the Omaha branch. In 1941 he was transferred to the Minneapolis branch as assistant sales manager and served in that capacity until his recent promotion.

Prior to working for Creamery Package, he was plant superintendent for Sunrise Creameries at Cheyenne, Wyoming, for a period of five years, and before that was associated with the Fairmont Foods Company at its plants in Alliance and Lincoln, Nebraska.

GILDERSLEEVE TO SELL FOR SCHAEFER

J. E. GILDERSLEEVE

Schaefer, Inc., Minneapolis cabinet manufacturer, has announced the appointment of J. E. "Jack" Gildersleeve as district factory representative for the territory involving the entire States of Texas, Louisiana, Arkansas and Mississippi, and adjoining parts of the States of New Mexico, Oklahoma, Tennessee and Kentucky. He will headquarter in the Dallas-Fort Worth area.

Mr. Gildersleeve, who was recently Assistant General Territory Manager for Illinois and Indiana for Swift and Company's Ice Cream Division, had been with that company in many management capacities for fourteen years.

His predecessor, Fred C. Staehle, Jr., has resigned as representative to devote his efforts exclusively to the Staehle Distributing Company, which distributes Schaefer cabinets, with warehouses in Dallas and New Orleans.

Other distributors presently aiding Mr. Gildersleeve in his service to ice cream manufacturers, in addition to the Staehle operations, are McDaniel Distributing Company of Houston, City Carbonic Company of San Antonio, Oklahoma City, Appliance Distributors, Inc., of Albuquerque, Passman Equipment Company of Monroe, Louisiana, Rabco., Inc. of Memphis, Steed & Minton Distributing Company of Pine Bluff and Little Rock, and Commercial Equipment Company of Fort Smith, Arkansas.

B. CHARLES RUSSELL DIES

B. Charles Russell, sales representative of the Whitson Products Division of the Borden Company in Pennsylvania, Ohio and Maryland, died in Caldwell, New Jersey October 23. He was forty-five years old.

Mr. Russell had been associated with Whitson Products since 1940 and was widely known throughout the dairy and ice cream industries. He made his home in West Caldwell, New Jersey, and is survived by his widow, Mrs. Frances Cobbs Russell, and three children, Ben, Constance and Barbara. Mr. Russell was a former resident of Aurora, Ohio. Funeral services were held on October 25.

RIDGWAY KENNEDY HONORED

Ridgway Kennedy, Jr., President of Abbotts Dairies, Philadelphia, was honored at a dinner November 19th on the occasion of his fortieth anniversary with the company. The dinner, held at the Barclay Hotel, was attended by company executives who presented him with a silver tea tray.

Mr. Kennedy is widely known in the dairy industry. He is Chairman of the Definitions and Standards Committee for the ice cream industry; is immediate past President of the International Association of Ice Cream Manufacturers and a former Director of the National Dairy Council Board.

Present at the dinner was Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, who spoke of the important contributions Mr. Kennedy has made in the development of the ice cream industry through his work on technical committees, his wartime activities with the War Food Administration and his chairmanship of the committee on Definitions and Standards.

FOREMOST POST TO QUINN

James J. Quinn, with Foremost Dairies sice 1938, has been appointed manager of the company's Brooklyn, New York branch. He succeeds Harry Voss, who is under a doctor's care for treatment of a heart ailment.

Mr. Quinn worked his way up through various positions, beginning as a novelty tank operator, then holding various office positions until his appointment as assistant manager of the Brooklyn branch in 1951. He served in the armed forces from October, 1941 until December, 1945.

NATIONAL DAIRY CHANGES LISTED

Several key positions in the National Dairy Products Corporation have been involved in recent personnel shifts. R. Newman Slawson, President of the affiliated Luick Dairy Company, has become Vice President of Sheffield Farms Company, another National Dairy subsidiary. Carl J. Klepper, president of Luick Ice Cream Company, has been named President of Luick Dairy. B. D. Brown, Vice President in charge of sales, has been promoted to Executive Vice President and general manager of Luick Dairy.

DR. CARL KOERVER, for twenty years in charge of the Experimental Department of the Borden Company's Pioneer Ice Cream Division, displays his certificate of membership in the Borden Quarter Century Club to Howard J. Dirkes (center), President of Pioneer and Chairman of Borden's East District, and Harry Langston Archer (right), assistant to Roy D. Wooster, Vice-President in charge of all Borden ice cream operations.

BORDEN FIRM HONORS THREE EXECUTIVES

Three executives of the Borden Company's ice cream operations became members of the company's Quarter Century Club during induction ceremonies held November 10 at the Biltmore Hotel, New York City. They are: Howard J. Dirkes, President and Chairman of the Pioneer Ice Cream Division; Harry Langston Archer, Assistant to the Vice President in charge of Borden's ice cream operations; and Dr. Carl Koerver, until recently in charge of the Pioneer Division's Experimental Division. Each was awarded a diamond-set gold service pin for completing twenty-five years' service with the company.

The awards were presented by Theodore G. Montague, President of the Borden Company, who was himself inducted as a twenty-five year member at the ceremonies. In all, twenty-eight members were honored by the national executive officers unit. Both Mr. Montague and Mr. Dirkes addressed the annual Quarter Century Club dinner meeting which preceded the induction ceremonies.

Mr. Dirkes entered the ice cream business in 1927 as a salesman for Anheuser-Busch, becoming an assistant branch manager in 1929. In 1930, after Anheuser-Busch's ice cream interests were acquired by the Borden Company, he became branch manager and in 1931, general sales manager. Mr. Dirkes became general manager of Pioneer's New York district in 1937, and in 1945 was appointed Vice President in charge of sales and advertising. He became Pioneer's President in 1947, and Chairman of the Ice Cream-Eastern District of the Borden Company in 1949.

Mr. Archer has been employed by the Borden Company his entire business life, starting with the company's South Bend, Indiana, ice cream plant in 1926. He was made plant superintendent in 1934, and five years later became branch manager of Borden's Muncie, Indiana ice cream plant. In 1944 he became manager of the Pittsburgh plant, and continued in that capacity until his appointment as assistant to the Vice-President of Borden's ice cream operations in August, 1951.

Dr. Koerver, born in Germany, established that country's first ice cream plant in Frankfort in 1923. He joined Borden's as a chemist and bacteriologist in 1927 while on a trip to America. Five years later he took charge of Pioneer's Experimental Department and continued in that post until his appointment last month as Technical Director of the Whitson Products Division of Borden's, directing research in the development of stabilizers and emulsifiers.

Founded in 1945, the Borden Quarter Century Club has a membership of 5,663 in the United States and Canada. About one out of every six employees has served the company for 25 years or more.

CREAMERY PACKAGE APPOINTS JOHNS

C. E. JOHNS

C. E. "Johnny" Johns, former assistant sales manager of the St. Louis branch of the Creamery Package Manufacturing Company, was recently promoted to Manager of that branch to succeed R. F. Doran, according to an announcement by James L. Brazee, CP Director of Sales.

Mr. Johns first joined CP's Nashville Branch in 1945, fater serving in the United States Army for six years. His efforts soon resulted in his advancement in 1948 to assistant manager of that branch. Later, in 1950, he was transferred to the St. Louis Branch, where he has served as assistant manager until his recent promotion.

KELVINATOR APPOINTS COLLINS

NEIL J. COLLINS

Appointment of Neil J. Collins as Kelvinator's commercial products representative for the southeastern United States has been announced by H. C. Patterson, commercial sales manager.

Mr. Collins, who has been commercial and parts sales manager for Kelvinator's Minneapolis zone office since 1945, will operate out of factory headquarters in Detroit in his new assignment.

A veteran of nearly thirty years in the refrigeration business, Mr. Collins joined the Kelvinator Minneapolis organization after three wartime years with the United States Army Orlnance Department in various management capacities.

KRAFT EMPORIA PLANT SOLD

H. H. Braum has acquired the closed Kraft cheese plant in Emporia, Kansas, and plans to convert it into a new ice cream plant. Mr. Braum now is connected with the Meadowbrook Ice Cream Company.

Business News

OCTOBER ICE CREAM PRODUCTION DIPS

Ice cream production in the United States, estimated at 43,345,000 gallons for October, was two per cent smaller than a year ago and was three per cent less than the five-year, 1946-50, average for the month, the Bureau of Agricultural Economics reports. In the first ten months of 1952, ice cream production totaled 517,940,000 gallons—three per cent more than in the same months of 1951, but four per cent less than the January-October 1946-50 average.

From September to October this year, output declined seventeen per cent, compared with a drop of only eleven per cent between these months last year but an average decline of nineteen per cent shown between September and October during the five-year period, 1946-50.

Average temperatures in October were below normal in practically all of the country east of the Rocky Mountains. The butterfat content of ice cream made in October averaged 11.6 per cent for the country as a whole, the same as in the previous month, but slightly less than the 11.7 per cent reported in October a year ago.

Reports from manufacturers indicated a gain of twenty-six per cent in sherbet production from the October output a year ago. At 1,950,000 gallons, production declined thirty-one per cent from September, but was 113 per cent above the five-year, 1946-50 average for October.

McSWEENEY NAMED TO ADA POST

Hugh Edward McSweeney has been appointed merchandising director of the American Dairy Association, it was announced last month.

Mr. McSweeney, thirty-five years old and a graduate of the University of Illinois, left a position as assistant sales and merchandising manager with A & P Food Stores, Milwaukee division, to take up his new duties with ADA as of November 1.

Mr. McSweeney is the second recent addition to the American Dairy Association staff. Ray Alberts, recently announced as the new membership director, joined the ADA staff November 15.

FIRM OBSERVES SILVER ANNIVERSARY

Twenty-five years in the Rio Grande Valley of Texas were celebrated in October by the Hygeia Milk Products Company, Harlingen. Hygeia delivered its first quart of milk July 1, 1927 in a horse drawn wagon. A search for the oldest user of Hygeia Milk Products during the anniversary celebration revealed that the company's first customer belongs to the largest family of present day users.

The present Hygeia organization numbers some 200 employees. Under Harvey L. Richards Sr., the first plant manager, later president and now Chairman of the Board, the company has enjoyed steady growth and expansion. John W. Richards, who joined his brother in 1934, is now President of the firm.

Today Hygeia's operations are Valley-wide. A fleet of seventy trucks carries Hygeia products the length of the Rio Grande Valley, from Rio Grande City to Brownsville, over 100 miles away.

The company boasts a number of "firsts" for the Valley area: first milk pasteurization plant, first machine operation plant, first to introduce homogenized milk and fortified skim milk.

GOLDEN STATE BUYS SUPERIOR

Purchase of Superior Creamery, Inc., a long-established Bakersfield, California milk products firm, by Golden State Company, Ltd. was announced October 24.

Hays Cremenas, who has been serving as manager of Superior Creamery, will continue with Golden State.

"Golden State is not a stranger in Bakersfield," said J. R. Little, Golden State's President. "Our company has been in the ice cream business here for some years.

Mr. Cremenas said the processing of milk and the manufacture of cottage cheese and ice cream will be continued in the former Superior Creamery plant and that plans are now being made for the modernization of the plant's facilities and equipment.

GUNDLACH EXECUTIVES TRAVEL

Dairymen of the South, the Mountain States and the Pacific Coast areas are being presented results of a nation-wide survey-study of 1953 prospective conditions and developments confronting the milk, ice cream and dairy products industry by personal conference trips of executives of G. P. Gundlach & Company, consultants to the industry for thirty-four years.

While G. P. Gundlach, President of the organization, was in New Orleans in mid-November for the annual meeting of the Southern Ice Cream Manufacturers Association, Ross J. Winning, Gundlach Vice President in charge of sales, was making a lengthy trip via plane and train through the West.

Mr. Winning's schedule included visits to dairy marketing centers in New Mexico, Arizona, California, Utah and Colorado.

The Gundlach company's advertising division has been appointed advertising, media and sales promotion counsel for the Johnson Dairy, Ashland, Kentucky, in the Ahsland and Ironton, Ohio marketing area.

The Gundlach organization's advertising facilities have been retained to develope a diversified media program for the Johnson firm in merchandising and distribution of milk, ice cream and dairy products.

Meanwhile, it has been announced that vehicle advertising for automotive transportation used by dairy and ice cream firms has been designed by the Gundlach concern.

The Gundlach vehicle-billboards are scheduled in a twelve-card-a-year format featuring products selected in a national survey. The "moving billboards" carry the cards in fourteen by twenty-one aluminum frames and are rain-shield, countersunk and fibre-spaced plus a "drain-off" to exude the moisture collecting from rain, snow or atmospheric change.

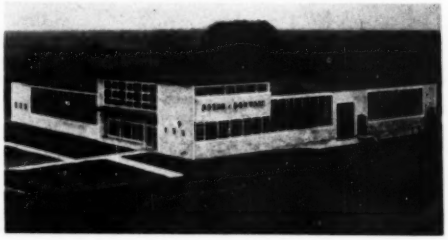
SALES POST TO BRUCE COOK

Bruce W. Cook has been appointed Eastern Division sales manager of the Paper Container Division of Continental Can Company, it has been announced by Harry A. Kirk, general sales manager.

Mr. Cook's area will include the New England, Middle Atlantic and Southwestern states, which are served by the company's sales offices in Philadelphia, New York and Boston. His headquarters will be in New York.

He joined Continental last June on special assignment to the general sales manager of the company's Paper Container Division. Formerly, he had been associated with Dennison Manufacturing Company for eighteen years.

POLAK & SCHWARZ IN NEW PLANT



Polak and Schwarz, Inc. now has completed removal of main manufacturing facilities in this country to Teterboro, New Jersey. The old factory site in Guttenberg, New Jersey, will be kept as a supplementary plant and warehouse. The new factory has been under construction for the past year, built to the company's own specifications. It affords much larger quarters, as well as faster shipping service, especially to distant points, due to the fact that the Teterboro Airport is adjacent.

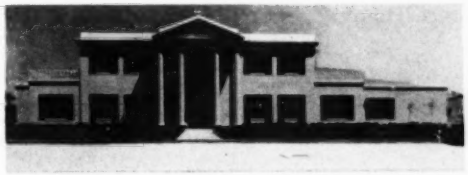
The firm announces that this new plant is just one of the many projects planned in the continuing expansion program to better serve customers. For the present, sales headquarters are still maintained in New York City with branches in Chicago, Detroit, Milwaukee, Los Angeles, and Toronto.

INSTALLS NEW FOUNTAIN UNITS

Dutchland Dairy Stores, operators of half-a-dozen dairy stores of the drive-in type in the Milwaukee area, recently installed new ice cream dispensing equipment in its store at the corner of Bluemound Road and Route 100. The new units include a Twin-Serv soda fountain with a forty-gallon ice cream storage capacity and two matching sixty-gallon ice cream cabinets. These give the outlet storage room at the fountain for 160 gallons of ice cream.

BORDEN PLANT UNVEILED

The Borden Company marked the opening last month of its new fluid milk and ice cream plant at Corpus Christi, Texas, with a series of open-house meetings for employees, dairymen, the medical and dental professions, and wholesale and retail customers. An open house featuring Elsie the Cow and Beauregard, to which the general public was invited, was held November 21-22.



The plant is of Southern Colonial architecture and the fifth of that design built by Borden's in the past four years. The others are operating at New Orleans and Baton Rouge, Louisiana, Midland, Texas, and Jackson Mississippi. Glen S. Woods is manager of the new Corpus Christi plant.

Built on a six-acre tract within five miles of the center of the city, the Corpus Christi plant (see photo, above) has an area of almost 33,000 square feet, including offices. It has an annual capacity of 5,500,000 gallons of milk and 500,000 gallons of ice cream. The main building itself is of tile, reinforced steel, and stucco construction, with glazed tile on all interior walls of the processing rooms. A garage and warehouse behind the main building cover 4,000 square feet.

MERRITT FIRM EXPANDS

R. K. Merritt and Associates, manufacturer of merchandising superstructures and transparent lids for ice cream and dairy cabinets, once again is expanding its facilities. R. K. Merritt, the firm's President, states that because of the large increase in volume of sales during 1952 and an anticipated further increase during 1953, it has been necessary to double the floor area of the factory's main plant in Azusa, California. Main offices of the company are still located at 40 South Los Robles, Pasadena, California.

PREDICTS "END OF INDUSTRY"

A Chicago soft ice cream executive last month predicted the end of the ice cream industry "as we now know it" within two years.

Speaking before 200 of his territorial franchise holders at their annual convention in the Edgewater Beach Hotel, Chicago, Leo Maranz stated, "The mushrooming soft ice cream industry, combined with the rapid growth of the vegetable fat frozen desserts, have already made unbelievable inroads on conventional hard ice cream sales. These inroads show signs of eliminating the ice cream industry, as we now know it, within two years."

He pointed out that this does not mean the elimination of ice cream manufacturers. "The companies," he said, "will stay in business, but only as manufacturers of vegetable fat desserts, with ice cream as a specialty item." He said that he believed the increased sales volume of the low cost vegetable fat desserts and of low butterfat "soft ice cream" will raise profits to an all time high.

Mr. Maranz cited his company's growth as an example of his predicted changes. "In little more than a year and a half, we have grown from one store to a chain of 500 stores throughout this country, and in several foreign countries. Next year, at this time we will have 1,200 stores."

NATIONAL DAIRY NET PROFITS UP

Net earnings of National Dairy Products Corporation totalled $22,723,506 for the nine months ended September 30, 1952, as against $21,403,275 for the same period last year, E. E. Stewart, President, reported November 6 following a meeting of the Board of Directors.

Earnings per share of common stock outstanding at the end of the respective periods were $3.46 for the nine-month period of 1952 as against $3.36 for the corresponding period in 1951. A quarterly statement is being prepared for distribution to stockholders with the 116th consecutive quarterly dividend checks on December 10th. This is the first time National Dairy has reported its earnings and sales quarterly, a procedure which will be followed in the future.

Total sales for the first nine months of 1952 were $854,048,448, Mr. Stewart said, as against $806,882,302, in the first nine months of 1951, an increase of 5.85% over the same period last year. Sales increases were due principally to a higher tonnage of products sold.

"Every dollar --double duty . . ."

HARVEY S. FIRESTONE, JR.
Chairman, The Firestone Tire and Rubber Company

"Every dollar invested in U.S. Defense Bonds does double duty. Through the Payroll Savings Plan we help in the building of national defense and, at the same time, provide for personal security in the years to come. The Firestone organization is proud that more than 29,000 of our employees are participating in the Payroll Savings Plan."

Do America's wage earners appreciate that double duty feature of Defense Bonds? Let's take a quick look at a few figures:

- 7,500,000 employed men and women are investing *one hundred and fifty million dollars per month* in Defense Bonds through the Payroll Savings Plan.
- The number of Payroll Savers is going up steadily.
- In the first six months of this year, sales of Series E $25 and $50 Bonds—the payroll savers' sizes—totaled 33,946,000 pieces—an increase of 22% over the corresponding period of 1951.
- Sales of E Bonds in January-June, 1952 totaled $1,715 million—5% more than in the same period of 1951. (The Payroll Savings Plan is the backbone of E Bond sales.)
- Today Americans hold a cash value of more than $49 billion in Savings Bonds. Their holdings of E Bonds—the Series bought by Payroll Savers—are now $35 billion—$5 billion greater than at the end of the war.

What are *you* doing to help *your* employees build for national defense and personal security?

If you have a Payroll Savings Plan, and participation is less than 50%, conduct a person-to-person canvass of employees of your plants and offices. Make sure that a Payroll Application Blank is placed in the hands of every employee. He or she will do the rest. Participation in your Plan will jump to 60%, 70%—even higher, as it has in hundreds and hundreds of plants that have conducted similar canvasses.

If you do not have the Payroll Savings Plan, phone, wire or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C. Your State Director will help you to install the Plan—or to conduct a person-to-person canvass.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

ICE CREAM FIELD

IS THIS A TREND?

The photograph below illustrates what many think is the newest trend in the ice cream industry. At Gus's Restaurant, 420 N. Dearborn, Chicago, a two-hole ice cream cabinet was installed behind the liquor bar. Then a new feature was added to the menu—"Delicados." The formula consists of two scoops of vanilla ice cream and the customer's choice of liqueur, such as creme de menthe or brandy. The concoction is blended on a Multimixer, anl makes a delightful after-dinner drink.

The Hydrox Ice Cream Company, which supplies this unusual outlet, reports that it has benefited appreciably from the increased gallonage. The proprietors of the restaurant find "Delicados" extremely profitable to sell. The idea was suggested by the Prince Castle Sales Division, manufacturer of the Multimixer.

WITTIG CONCERN TO OPEN THREE STORES

Wittig's Ice Cream Stores, with headquarters in Utica, New York, announced last month that it will add three new stores to its chain of retail ice cream outlets.

One store will be opened about May 1, 1953 at Whitesboro, a suburb of Utica. Another store will be opened in Syracuse about April 1. The third new store also is planned for Syracuse and will be opened about April 15.

NON-FAT MILK SOLIDS USAGE URGED

The National Research Council has urged "maximum" utilization of non-fat milk solids in ice cream and related foods in testimony offered during the Federal Security Agency hearings on proposed standards for these foods.

Dr. D. B. Hand, of NRC's Food and Nutrition Board, stated that his group feels increased use of non-fat milk solids in ice cream would be of "nutritional value to consumers."

The hearings have been in session since December 1, after short recesses.

CONTEST WINNERS ANNOUNCED

W. M. Shaw of 23 Jackson Drive, Wilmington, North Carolina, is winner of the Sealright National Ice Cream Snapshot Contest. Mr. Shaw entered the contest through the White Ice Cream and Milk Company of Wilmington, one of the several hundred customer manufacturers of Sealright who promoted the contest in their own market areas.

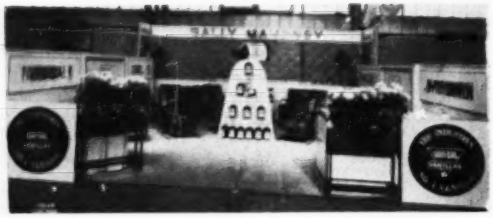
The names of the seventy-five other contest prize winners were also announced.

Announcement that Mr. Shaw had won the national contest was made jointly by E. L. White, President of the White concern, and J. L. Dolphin, Sales Vice President of Sealright Company.

The grand prize is a two weeks Caribbean luxury cruise via Grace Lines. Mr. and Mrs. Shaw took the cruise in November. The prize includes their expenses to and from New York City, matched Platt luggage, and an Ansco Karomat camera to record the delights of the trip.

The object of the contest was to obtain the most appealing snapshot of the enjoyment of ice cream. Mr. Shaw's winning snapshot showed his twin sons, Billie and Johnnie and their dog Shep "really getting into a quart of White's Ice Cream," in the words of Mr. Shaw.

Mr. Dolphin pointed out, in his announcement of the winners, that this is Sealright's thirtieth consecutive annual national advertising and merchandising program to help sell ice cream. Mr. Dolphin said that a number of the manufacturers who participated in the contest have reported that "they are delighted with the sales boosts the contest gave them this summer." The contest ran from May 1 to August 1.



VAN-SAL VANILLAS were featured in the booth of the S. H. Mahoney Extract Company during the recent Dairy Industries Exposition in Chicago.

BOOK SHEDS LIGHT ON TOOTH DECAY

A long-awaited volume covering a survey of the literature of dental caries has just been published by the National Research Council. The 567-page book represents ten years of continuous work by the Council's Committee on Dental Health, their consultants, and the authors.

Summarizing the book's findings, the Corn Industries Research Foundation, whose staff has given them careful study, says, "As was to be expected, no final 'yes' or 'no' as to the causes of tooth decay emerges from these studies. Nevertheless, the findings do validate in large degree the position of those who insist that the true causes of dental caries are still obscure, by no means confined to any single factor such as the use of sweeteners in the diet, and that further study of the problem is imperative."

BECK VANILLA HOLDS CONFERENCES

Beck Vanilla Products Company of East St. Louis, Illinois, held its Western Sales Conferences in Los Angeles and San Francisco during October. Jacob Beck, President of the firm, made an extended trip throughout the western territory visiting customers and salesmen prior to his arrival in Los Angeles.

Norman Beck, Secretary of the company in charge of the Los Angeles office, arranged the meeting for the South west sales force. During the week of October 20, Howard Beck, Vice President, joined other officers of the firm for another sales meeting in their San Francisco office.

SUTHERLAND ANNOUNCES NEW PROGRAM

Southerland Paper Company announces a new far-reaching program designed to give quicker and better service to its mechanical packaging customers.

Up to this time, all installation and service of machines has been performed from a central base in Kalamazoo. Action is now underway to locate field service engineers at strategic points throughout the country where they will be centrally located to give prompt service to Sutherland customers in their area. Machine replacement parts and machine shop services will be made available at all central points to provide attention to customer needs.

To carry out this program effectively, five new engineers have been added to the staff. They will supplement the efforts of Richard Haas who has had considerable experience along this line. These engineers will be located as follows: Eugene Yeargin, Kannapolis, North Carolina; Joseph Schumacher, Hollis, New York; Harley P. Hunter, Kansas City, Missouri; John E. Kliment, Chicago, Illinois.

These engineers will be available to Sutherland sales representatives in their respective areas for consultation and analysis of customer requirements.

JOHN G. ROBINSON APPOINTED

John G. Robinson, Vice President of Container Corporation of America, has been appointed Vice Chairman of the Board of Directors and Chief Executive Officer of California Container Corporation, a wholly owned subsidiary. The announcement was made by Walter P. Paepcke, Chairman of the Board, Container Coporation of America, who stated that Mr. Robinson will retain his title in the parent company after transferring his headquarters to the San Francisco executive offices. William P. Hooker, President of California Container Corporation, will continue in that office.

Mr. Robinson joined the Container Corporation organization in 1930 in the Sales Service Department of the Cincinnati shipping container plant, where he became Assistant Sales Manager in 1937. In 1939 he was appointed General Manager of the newly established container plant at Rock Island, Illinois, which started operations early in 1940. In 1947 he was transferred to the Chicago office as General Manager of the West-Central Division, and was elected a Vice President of the company in December, 1948.

STRESS WISDOM OF ORDERING CARTONS NOW

Many prominent ice cream manufacturers have made it a point to order ice cream package supplies for peak months' usage next summer before the end of this year, according to a survey conducted by this magazine.

These manufacturers have emphasized that by anticipating their needs well in advance they are assuring themselves that the most desirable types of cartons will be on hand when ice cream production increases.

By ordering package supplies in advance, the ice cream manufacturers can avoid placing hardships on their suppliers which result in delayed deliveries and other inconveniences.

QUALITY CHEKD RE-ELECTS WEBER

Members of the Quality Chekd Dairy Products Association's sixty-three independent dairy companies met at Chicago's Knickerbocker Hotel November 19 and 20 for their twelfth general membership meeting.

The meeting set the stage for the launching of an all-out drive for increased dairy industry sales beginning the first of January. The 1953 Quality Chekd program will have a new advertising and merchandising personality created by the adoption of a new trademark and a completely redesigned family of ice cream and dairy products packages, details of which will be announced soon.

The importance and the effectiveness of proper administration of the greatly expanded promotion program was presented in a series of skits directed for Quality Chekd by Don Cook, WGN-TV producer.

The new Quality Chekd advertising personality is a modernized and unified trademark designed around a giant red check mark to produce a new national brand name that focuses attention on each member's brand name.

The size, color and simplicity of the new trademark is designed to command attention. A giant red check mark blazes up between the "Quality" and "Chekd" in the brand name with the "heel" of the check pointing to the product name. The stem of the check mark carries the eye right up to the member's brand name, creating an attention-getting unit which identifies the brand and product.

Starting next year, the new trademark will be used in all advertising, on all store and fountain posters, all other merchandising materials and on all cartons.

Quality Chekd members listened intently to up-to-the-minute information concerning the ice cream and milk industry presented by prominent trade leaders.

George N. Graf, manager of Quality Bakers of America, drew a parallel between the operations of that organization and Quality Chekd in his "Unite And Conquer!" talk.

Other speakers discussed "Idea Selling" and "Tools for Profit." A film on the "Five Soft Spots of Driver Sales Organizations" was shown to the members for added information to the new 1953 milk and other dairy products programs.

Ice cream and milk sales and production panels, composed of Quality Chekd members from all parts of the United States, discussed problems confronting all members and offered solutions.

Members of the Quality Chekd staff, Harlie F. Zimmerman, managing director and William Allerton, merchandising director, reported to the membership on the tremendous progress of their organization in its eight years of existence.

The meeting was conducted by the members for the member-audience.

C. A. Carver, Jr., McDonald Ice Cream Company, Ann Arbor, Michigan, opened the two-day meeting. A. R. Loomis, Fort Dodge Creamery Company, Fort Dodge, Iowa; W. Fred Atkinson, Ideal Pure Milk Company, Evansville, Indiana; L. A. Perkins, Armstrong Creamery Company, Wichita, Kansas; and P. C. Carver, Carver Ice Cream Company, Oshkosh, Wisconsin, alternately presided at the session.

Irving B. Weber, Sidwell Ice Cream Company, Iowa City, Iowa, President of the association since its founding, sparked the group with his "Old Friends and New Horizons" address.

Mr. Weber was again re-elected as President of Quality Chekd for the coming year. All other Quality Chekd officers were also re-elected to serve the organization in 1953. Thy are: Mr. Loomis, Vice President; R. P. Touton, Shurtleff Ice Cream Company, Janesville, Wisconsin, Vice President; Mr. Carver, Secretary; and L. T. Potter, Potter Ice Cream Company, Waterloo, Iowa, Treasurer.

Quality Chekd Board of Directors for 1953 includes Mr. Weber, Mr. Loomis, Mr. Touton, Mr. Carver, Mr. Potter, C. A. Carver, Jr., McDonald Ice Cream Company, Ann Arbor, Michigan; Mr. Atkinson, Mark A. Fuller, French-Bauer Company, Cincinnati, Ohio; and Mr. Perkins.

Classified Advertising

FOR SALE

FOR SALE: 2 40/80 gal. C. B. Freezers. 500 to 750 gal. stainless steel cabinet cooler used 2 months. 60 3½ oz. stainless steel molds. 24 4 oz. stainless steel molds. Write E. Lipitz, 1708 President Street, Brooklyn, N. Y., or call MElrose 3-9404.

FOR SALE: Well established wholesale ice cream plant completely equipped for manufacturing mix and ice cream. Cabinets and trucks included. Located in upper New York State. Ideal for individual ownership or partnership. Income first season should equal total purchase price. Write Box 477, Ice Cream Field, 19 West 44th Street, New York 36, New York.

FOR SALE: Used 1,000 gallon Cherry-Burrell C.R. Vat, stainless steel inside, insulated, ammonia controls. Excellent condition. $890 F. O. B. on skids. Clarksburg Dairy Company, Box #367, Clarksburg, West Virginia.

FOR SALE: 1951, 1-Ton Chevrolet, 300 gallon Hackney refrigerated truck, ammonia plates, 8,000 miles. Write Box 470 Ice Cream Field, 19 West 44th Street, New York, New York.

FOR SALE

FOR SALE: One (1) 500 gallon Manton Gaulin Homogenizer, 2 years old, perfect condition. One (1) Icy-flo, 500 pounds per hour, sweet water cabinet cooler, 1 year old. Reason for selling: both of these pieces of equipment are too small for present operation. Cleary's Milk & Ice Cream Company, Rhinelander, Wisconsin. Telephone 190.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, Ice Cream Field, 19 W. 44th St., New York 36, N. Y.

FOR SALE: ¼ ton 3 wheel ice cream retail truck 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, Ice Cream Field, 19 W. 44th St., New York 36, N. Y.

FOR SALE: One eighteen mold brine tank, direct expansion, all metal, three trays wide, six long, complete with pump, $700. One Anderson Stick Machine Model 143, including twin stick attachment $300. Write or phone Penn Dairies, Lancaster, Pennsylvania.

FOR SALE: Wright Pasteurizer, all stainless steel inside, 150 gallon capacity, excellent condition. $450. Cooling Board 1½ inch tubing, 125 gallons per hour. $75. 40-quart Thompson Freezer direct expansion, with float, excellent condition. $300. 18 Mold Brine tank, York make, 3 rows wide, 6 long, including agitator, float and all fittings, good condition. Sacrifice $450. 60 gallon Chocolate Storage Tank, all stainless steel inside and out, thermostatic control, high—medium—low. $200. 10-gallon Chocolate Dipping Tank, all stainless steel inside and out, thermostatic control, steam or electric, excellent condition. Sacrifice $125. Anderson Bag Blower, one year old. Sacrifice $25. Miscellaneous Items—Sanitary piping 1½ inches wide, fittings, valves, twelve 10-quart brick pans. Alexander Puma, 500 North Main Street, Pittston, Pennsylvania. Telephone 2933.

HELP WANTED

HELP WANTED: A party who is thoroughly experienced in the operation of dairy stores to take charge and assist financially in establishing a chain of these stores in a southern state. Write Box 476, Ice Cream Field, 19 West 44th Street, New York 36, New York.

Classified Advertising

HELP WANTED

HELP WANTED: TOP EXECUTIVE WANTED: to act as General Manager in charge of manufacturing and sales of well-established company with an expanding operation. An outstanding line of products is distributed to cabinet manufacturers, as well as ice cream producers through a national sales force. An excellent opportunity for an individual properly qualified. Box 464, Ice Cream Field, 19 West 44th Street, New York 36, New York.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, Ice Cream Field, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: SALES REPRESENTATIVES WANTED: A-1 sideline product for sales representatives now calling on the manufacturing trade—"CHOLMONDS," the new taste-tempting Chocolate Almond Bits which have found ready acceptance in the baking, ice cream and confectionery fields, now selling nationally. Write California Confection Company, P. O. Box 190 R, Beverly Hills, California.

HELP WANTED

HELP WANTED: DIRECT SALESMEN: Well known chocolate manufacturer desires to hire two experienced salesmen. Open territories. Replies confidential. Write Box 474, Ice Cream Field, 19 West 44th Street, New York 36, New York.

HELP WANTED: SALES REPRESENTATIVES WANTED. To handle national brand low temperature equipment. Complete line of frozen foods cabinets, ice cream cabinets, upright and chest freezers, and soda fountains. Write complete details in first letter, as to territories covered. Must have contacts and experience. Box 475, Ice Cream Field, 19 West 44th Street, New York 36, New York.

WANTED TO BUY

WANTED TO BUY: Used tricycles, scooters, vending machines. Write Pony Boy Limited, 1629 Van Horne Ave., Montreal, Quebec. Phone Crescent 1385.

WANTED TO BUY: Used refrigerated ice cream truck, 1000 to 1200 gal. cap. State condition and price. Send pictures if possible. Box 473, Ice Cream Field, 19 West 44th Street, New York 36, N.Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge $1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 36, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

WANTED TO BUY

WANTED TO BUY: Modern ice cream plant, continuous freezers, together with retail outlets. Preferably in South. Will consider partnership. All replies confidential. Box 471, Ice Cream Field, 19 West 44th Street, New York 36, New York.

WANTED TO BUY: Used, fully refrigerated Ice Cream Trailers; 1500 gal. cap. or over; state condition and price. If possible send pictures. Box 472, Ice Cream Field, 19 West 44th Street, New York 36, New York.

Index To Advertisers

Highly efficient layout serves up to 44 customers inside, 75 cars outside.

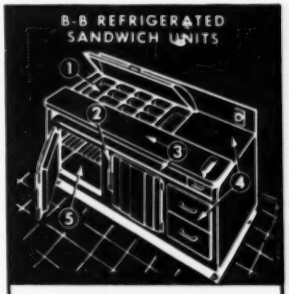
Bastian-Blessing Fast Service Units Help Successful Drive-in

This is the Tip-Top Drive-in near Stow, Ohio—an enterprise so successful that it has had to be expanded four times in the last eight years; now includes the best in fountain and fast food service equipment by Bastian-Blessing.

Among the eye-pleasing, highly efficient units shown are a FAST-SERV soda fountain with COLDPOINT Beverage Dispensing System, a 40-gallon ice cream cabinet, two refrigerated sections, workboard, sandwich unit, stainless steel shelving and a 22-ft. service counter.

With this skillfully-designed and customer-attracting equipment, Leo Wagner, Tip-Top's far-sighted owner, is all set to operate in high gear for years to come—giving the public what it wants in quickly-served refreshments—while maintenance and labor costs are kept at a minimum. For details on this or any other fast food service installation, see your local distributor or write The Bastian-Blessing Co., 4205 W. Peterson Ave., Chicago 30, Ill.

FAST-SERV AND COLDPOINT TRADE MARKS REG. U. S. PAT. OFF.



PREMIUM FEATURES

1. Food insets in sealed-off cold pan
2. Handy no-stoop door latch
3. 13" cutting board above plate shelf
4. Big bread drawers and toaster space
5. Stainless steel, lighted refrigerator

New 12-page catalog S-710 on Cold Food Equipment describes many sandwich and food display units. Write for your free copy today.

BASTIAN-BLESSING

Qualified Sales and Service Outlets in All Principal Cities

Natural Body-Naturally!

Stabilize with ...OID or DRICOID

and watch your ice cream sales go up Naturally!

For smooth-smooth natural bodied ice cream that's so cool-tasting and refreshing, stabilize with Dariloid or Dricoid—naturally! For firm-firm natural bodied ice cream that's completely free of stickiness, stabilize with Dariloid or Dricoid—naturally! For the number 1 choice of the industry, leading all other stabilizers and stabilizer-emulsifiers in gallons of ice cream stabilized—it's Dariloid and Dricoid—naturally!

For natural bodied ice cream that brings customers back again, again and again—make your own test of Dariloid and Dricoid. Please write the Kelco regional office nearest you.

Dariloid®... Dariloid XL ... Dricoid®... Dricoid XL

REFINED ALGIN PRODUCT

a product of **KELCO** company

20 N. Wacker Drive
Chicago 6

31 Nassau Street
New York 5

530 West Sixth Street
Los Angeles 14